DECEMBER 6, 1948 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT PUBLIC LIBRARY DETROIT 2 MICH

PUBLIC LIBRARY
DEC 8 - 1948
DETROIT

TECHNOLOGY DEPARTMENT

SATURDAY? *why, that's a day, too!*

(but what *a day for radio advertisers!)*

SATURDAY AFTERNOON—on WOR, we mean—is a dollar-doubling delight for advertisers and their agents. It's a sales safety deposit box that hasn't been touched.

Why? Here's why . . .

a. GREATEST AFTERNOON AUDIENCE—More people listen to their radios on Saturday afternoon between 1:30 and 5:00 PM than during any weekday afternoon. And they listen to WOR. (The sports season doesn't enter this picture; we mean, Saturdays between December and March.)

b. MORE MEN LISTEN ON SATURDAY—170% more men—that's ⅓rd of the total audience—listen to the radio on Saturday afternoon.

c. AS MANY WOMEN LISTEN, TOO—Just as many women listen on Saturday afternoon as listen during any other weekday afternoon. Women, in fact, comprise 52% of the total audience.

d. NIGHT-TIME AUDIENCE AT DAYTIME COST—This means, very briefly, that a WOR advertiser has a magnificent opportunity to reach a night-time audience at daytime cost.

Gentlemen, and ladies, may we suggest that you contact . . .

coming!

TWO GREAT TELEVISION STATIONS—

WOR *—that power-full station at 1440 Broadway, in New York*

WOR-TV, NEW YORK . . . CHANNEL 9 . . . WOIC, WASHINGTON, D. C.

mutual

IN THIS ISSUE: COMPARATIVE NETWORK SCHEDULE

Where else in America?

Not the north — not the south! Not the busy industrial east nor the farm-rich middle west can really mirror our land in all its varied aspects. But there is one area, embracing parts of all these places, which does. It's WLW-Land—a true cross section of the country.

Where else in America could you hope to find so perfect a proving ground for new products and new ideas?

In WLW's Merchandise-Able Area are 330 counties comprising parts of seven states. Nearly 14 million people live here. Some are wealthy, some are poor. Some live in great cities, some in tiny villages. Some work in factories, some own farms. When you know how these people will react to your product, your package, your selling appeal — you'll have a good idea how consumers everywhere will respond.

And you CAN know through WLW; for this great radio station covers the area as a network covers the nation. It dominates most cities but not every city. It reaches most farms but not every farm. You'll face this same condition elsewhere throughout the country, no matter what medium or combination of media you choose. But by using WLW first, you can learn the answers in advance.

WLW is particularly well equipped to help you get the answers. Besides one of the nation's largest and most loyal listening audiences, WLW offers facilities not equalled by any other station. It can help you study the market—get distribution—win dealer cooperation. It can help you learn what consumers really think about your product — your price — your package. With manpower to do the job, and a "know-how" peculiar to its territory, The Nation's Station stands ready to serve you in the proving ground for America!

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

IN IOWA, RADIOS WAKE UP THE ROOSTERS!

60.2% of Iowa women and *57.9%* of Iowa men listen to the radio *before 8 a.m.* on weekday mornings!

Source: The 1948 Iowa Radio Audience Survey *.

Before 7 a.m., an impressive 35.6% of the women in Iowa, and 37.1% of the men, tune in their radios. *Even before 6:30 a.m.*, 16.4% of the women and 18.7% of the men are up—*and listening!*

This Iowa habit of early-rising and early-listening is only one of many interesting facts discussed in the Iowa Radio Audience Survey's Eleventh Annual Study. *All* the facts confirm the Survey's policy of keeping standard information up-to-date and of "*bringing to light new information* not previously gathered."

Send for your complimentary copy of this vital Survey today. Ask us or Free & Peters.

* The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

ished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

IF YOU'RE wondering what has happened to FCC final ruling on legality of give-aways, you might as well forget them until after New Year's. FCC is loaded down with other more pressing matters and individual commissioners haven't yet made up their minds whether or not FCC has jurisdiction.

NAVY's project to utilize substantial portion of UHF band earmarked for upstairs TV [which now may be nipped] envisions also use of color [BROADCASTING, Nov. 22]. Both FCC and Navy still are noncommital but military's designs on UHF are well-established.

STATE DEPT. may dig into Peron-activated campaign against Goare Mestre and other Cuban broadcasters. NAB board made request for investigation of Peron-financed time purchases on some island stations.

RIVALRY between TV networks and stations and newsreel companies reared during meetings on Presidential Inaugural coverage. Re-

(Continued on page 94)

Upcoming

Dec. 7: American Tobacco Co. Hearing before the FTC, FTC Office, 45 Broadway, New York.

Dec. 7-9: NARBA Preparatory Engineering Conference, Auditorium of National Museum, Constitution Ave. at 10th St., Washington.

Dec. 7-9: RMA-Industry Conference, Roosevelt Hotel, New York.

Dec. 8: Television Broadcasters Assn. Clinic, Waldorf-Astoria Hotel, New York.

Dec. 10-11: Joint Meeting of FM Assn. Board of Directors and Inland Daily Press Assn.

(Other Upcoming, page 6)

Bulletin

RCA declared dividends on outstanding shares of common stock, 50 cents per share, payable Jan. 24, 1949 to holders of record Dec. 17, 1948. On outstanding shares of first preferred stock, dividends of 87½ cents per share for Oct. 1-Dec. 31 period will be payable Jan. 3, 1949 to holders of record Dec. 13, 1948. Total 1948 RCA dividends will reach $3,152,800 on preferred and $6,928,522 on common stock.

Business Briefly

SHOW GOING NATIONAL • National B[i]scuit Co. planning transcontinental broadcas[t]ing on MBS three half hours weekly of *Straight Arrow* program currently heard on regiona[l] Don Lee Network. Agency, McCann-Erickson Hollywood.

NLRB SEES NO VIOLATION IN AFM TRANSCRIPTION BAN

NATIONAL Labor Relations Board notifie[d] AFM Friday it had failed to find cause [for] action in complaints brought several month[s] ago by transcription companies charging unio[n] with violating Taft-Hartley Act in its recor[d] and transcription ban.

Charles T. Douds, director of New Yor[k] Labor Board, told James C. Petrillo, AF[M] president, "It does not appear that there [is] sufficient evidence to warrant the conclusion a[t] this time that the recording ban . . . has as it[s] purpose the accomplishment of any of th[e] unlawful objects prohibited by . . . National Labor Relations Act as amended."

Standard Radio Transcription Service an[d] Lang-Worth Feature Programs asked NLR[B] investigation last May.

Folsom and Wilson Are Given RCA Promotions

FRANK M. FOLSOM, RCA executive vice president in charge of Victor Division, elected president of Radio Corp. of America Friday on recommendation of Brig. Gen. David Sarnoff who relinquishes presidency but retains chairmanship of board and continues as chief executive officer as well as chairman of NBC board and of RCA Communications Inc.

At same time RCA directors elected John G. Wilson, vice president and general manager of RCA Victor, successor to Mr. Folsom as executive vice president.

Gen. Sarnoff held both presidency and board chairmanship since retirement in 1947 of late Gen. James G. Harbord.

Mr. Folsom assumes presidency Jan. 1 and will headquarter in New York. He joined RCA as director and vice president in charge of Victor Jan. 1, 1944 after 30 years in merchandising and two years as chief of Procurement Branch of U. S. Navy. Born May 14, 1894, in Sprague, Wash., attended public schools in Washington and Oregon, began business career at 16 with Lipman Wolfe Department Store, Portland.

In July 1940 he entered government on National Defense Advisory Commission as Assistant Coordinator of Purchases. In 1941 he was named special assistant to Under Secretary of Navy and Chief of Procurement. He also was Chairman of Procurement Policy Board of War Production Board.

Mr. Wilson, who will continue to headquarter in Camden, joined RCA as administrator of accounts and finance for Victor Division in June 1944 and year later was elected operating vice president and in 1947 became vice president and general manager.

MR. FOLSOM

GEN. SARNOFF

MR. WILSON

Born in Alma, Ill., Aug. 17, 1900, he was captain in Coast Artillery in World War I. He entered business with Price Waterhouse, Chicago, in 1920. In 1943 he became vice president and general manager of United Wallpaper Co., resigning to join RCA. He is also director of RCA Victor Co. Ltd., of Montreal.

Announcing elections, Gen. Sarnoff said RCA board "is gratified in being able to find the men within its own organization who, by the record of their achievements in the service of the company, have proved themselves worthy of promotion and able to share in the hig[her] management responsibilities."

Mr. Folsom, said Gen. Sarnoff, has "[the] ground and experience to function also [at] policy levels demanded by many problems [re]sulting from healthy growth of RCA's [bu]ness in rapidly expanding art and industr[y]

Mr. Wilson, he said, "has proved . . . [his] capacity to head up the growing and exp[an]sive manufacturing and merchandising [ac]tivities of RCA."

In Mid-America's 213 Counties.... a $1,182,227,000* Grocery Basket!

A Timebuyer's Guide to KCMO's Mid-America

Here in the prosperous corn-and-wheat belt, Mid-America's grocery bill last year was well over a billion dollars. In Kansas City alone, the average KCMO listener-buyer spent $793 in food stores for her family.

Naturally, most of this food spending is done by women . . . and Mid-America women listen to KCMO . . . because they like KCMO's daytime schedule of woman-interest programs. Careful attention to woman-appeal programming means your food product advertising on KCMO gets an extra chance to increase your share of the Mid-America grocery bill.

To sell Mid-America's women . . . center your selling on KCMO.

MID-AMERICA FACTS

Population: 5,435,091

Area: 213 counties inside 50,000 watt measured ½ millivolt area. Mail response from 466 counties (shaded on map) in six states, plus 22 other states not tabulated.

Population Distribution: Farm, 48%; city, suburban, and small town, 52%.

Net Average Income: $3334 per family.*

Net Average Income Per Family in Nine Major Cities: $5606.*

Food Sales—9 Major Cities: $446,273,000.*

Total Mid-America Food Sales: $1,182,227,000.*

50,000 WATTS DAYTIME—*Non-Directional*

10,000 WATTS NIGHT—*810 kc.*

National Representative: JOHN E. PEARSON COMPANY

* data from 1947 Sales Management Survey of Buying Power

KCMO

and KCFM...94.9 Megacycles

KANSAS CITY, MISSOURI

Basic ABC for Mid-America

One Does It—in Mid-America!

ONE station • ONE set of call letters
ONE rate card • ONE spot on the dial

THE EXECUTIVES HAIR TONIC*

Now—you could call WHHM the radio executives station.

For what executive doesn't enjoy seeing results come in thru a program or spot campaign. And WHHM *does* bring in results.

WHHM makes time buying easier in the Memphis Market.

No wonder more and more radio executives are choosing the station that . . .

DELIVERS MORE LISTENERS

PER DOLLAR

IN MEMPHIS

WHHM

Music, News, Sports 24 hours Daily

Memphis, Tennessee

Patt McDonald, manager — FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

*Kreml uses this topper

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

GENERAL NEWS INDEX.....PAGE 22
TELEVISION INDEX.....PAGE 36

DEPARTMENTS:

Agencies	12
Allied Arts	58
Commercial	54
Editorial	50
FCC Actions	78
FCC Box Score	93
Feature of the Week	16
Management	52
Milestones	86
New Business	13
News	56
On All Accounts	16
Open Mike	14
Our Respects to	50
Production	80
Programs	87
Promotion	77
Radiorama	38
Technical	88
Turntable	88
Telestatus	10

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadt, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

"What can we dish up for you?"

MADE-TO-ORDER

Variety Shows

Kid Shows

Musicals

News Programs

You Name It

Your business is different? Good! Your product needs special program-treatment to stimulate sales? Fine! You want more volume in the Philadelphia market-area? Excellent! Let's get together. We have what you're looking for.

At KYW, we specialize in program building. We have the writers, directors, producers, and announcers to fashion a program that will suit your product, your sales policies, and your customers.. particularly your customers.

You'd like to see proof? You'd like to hear samples? Just say the word to NBC Spot Sales.

KYW

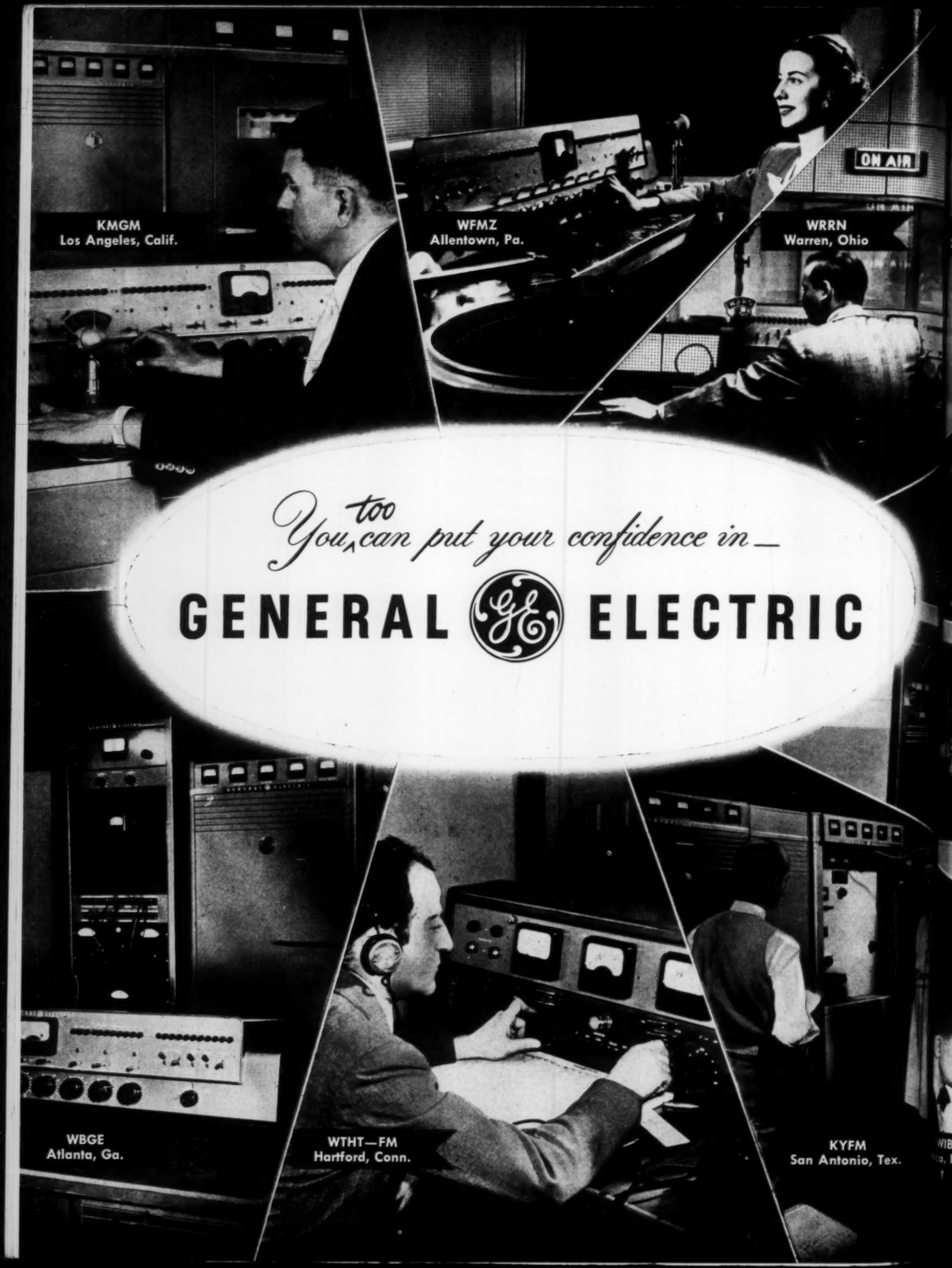
Philadelphia's 50,000 Watt
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX

For KEX, Free & Peters


KMGM
Los Angeles, Calif.
WFMZ
Allentown, Pa.
ON AIR
WRRN
Warren, Ohio
You, too, can put your confidence in—
GENERAL ELECTRIC
WBGE
Atlanta, Ga.
WTHT—FM
Hartford, Conn.
KYFM
San Antonio, Tex.

BROADCAST STATION EQUIPMENT FOR FM—AM—TV

TRANSMITTERS ★ ANTENNAS ★ AUDIO FACILITIES

PERFORMANCE ENGINEERED AT G-E ELECTRONICS PARK—THE NEW WORLD CENTER FOR PROGRESS THROUGH ELECTRONICS

GENERAL ELECTRIC

160-G2E

ELECTRONICS PARK, SYRACUSE, N. Y.

XUM

Telestatus

AT&T Facilities Expansion

(Report 36)

TO KEEP PACE with television broadcasters' ever increasing demand for intercity network facilities, American Telephone & Telegraph Co. has announced that its facilities will triple within the next two years.

During this period 21 cities will be added to the present 13 linked by the company's facilities. When the construction program is completed there will be over 10,000 miles of video network channels in operation by AT&T.

One of the biggest steps in the expansion of network telecasting will take place January 12 when AT&T will link its East Coast and Midwest facilities. At that time network programming over AT&T coaxial cables or radio relay facilities is expected to reach an area with a total population of over 11.5 million families.

Two other cities, connected to networks by privately operated relays—Schenectady and New Haven—bring the total number of families in metropolitan areas to be served by interconnected television stations after Jan. 12 to approximately 12.6 million.

Five TV Channels

By the end of 1950 additions along present Bell System video networks will increase facilities so that a total of five television channels will be in service between New York and Boston; between New York and Washington; Philadelphia and Cleveland; Cleveland and Chicago, and Detroit and Toledo.

This addition of channels will make television network programming on more of a par with that of the AM networks. Instead of sharing time, it is probable that each network will have exclusive use of one channel.

Although some of the channels in these cables will be devoted to telephone service, the majority will go to television.

The largest new area scheduled to be linked with present Bell System intercity network facilities lies south of Toledo, Ohio. Under the present expansion program it is planned to install three channels between Toledo and Cincinnati, via Dayton.

A new circuit also will be installed between Dayton and Columbus and three video channels will be available in that link. In another circuit, to be installed by AT&T from Dayton, two channels will be available to Louisville. This line will go by way of Indianapolis.

Present plans do not include interconnecting this Midwest network with facilities on the West Coast. However, there two television channels are to be placed in service between Los Angeles and San Francisco.

Commercial Factor

The provision of facilities for transcontinental video service will depend on the future development of the television industry to a point where it will require such facilities on a commercial basis. When such a stage of development is reached, it is probable that coast-to-coast television network service would be made available.

Coaxial cable equipped for long distance telephone service is expected to extend across the country from New York to Los Angeles in the spring of 1949. Television service would be carried from the East as far as St. Louis.

It is also expected, if there is a demand for service, that extensions from the present network will include a new channel from Boston to Providence, R. I., and from New York to New Haven. Service from Philadelphia to Wilmington is also contemplated as well as a channel from Buffalo to Rochester, N. Y., and from Milwaukee to Madison, Wis.

At present New York, Boston, Philadelphia, Baltimore, Washington and Richmond are included in the East Coast interconnected facilities of AT&T. In the Midwest the cities are: Chicago, Cleveland, Toledo, Detroit, St. Louis, Buffalo and Milwaukee.

A new cable between Philadelphia and Pittsburgh was put into telephone service Nov. 4 and is expected to be ready for television service around the first of the year when terminal facilities are installed.

East-Midwest Link

Work is proceeding as scheduled on the Pittsburgh-Cleveland cable, which will be the connecting link between the East and Midwest.

Since there is no television station on the air in Pittsburgh it is not included in the AT&T service list. However, Allen B. DuMont Labs expects to have WDTV (TV) on the air in that city before the two networks are connected, which would add Pittsburgh to the list of cities in the AT&T roster.

Additional cities lying along the path of main video channels scheduled by AT&T are expected to receive service if requested. These locations include: Hartford, Conn.; Reading, York, Harrisburg, Johnstown, and Erie, Pa.; Akron and Youngstown, Ohio, and Ft. Wayne, Ind.

Both coaxial telephone cable and radio relay facilities are used in the transmission of intercity television programs. A majority of the facilities to be placed in service within the next two years are expected to be through the use of micro-wave relays.

The longest relay system will run between Boston and Milwaukee, by way of New York and Chicago.

Use of the new facilities presumably would be provided on the basis of rates for present facilities. At present the whole question of rates and intercity television interconnection policy is tied up in FCC hearings.

The Commission has ruled that it will pass first on the interconnection policy of AT&T before it decides whether the network video rates for the company and Western Union are reasonable and lawful [BROADCASTING, Oct. 25].

Under the present AT&T policy the company will not connect its own intercity facilities to those of others except to cover areas where it has no facilities of its own.

When the coaxial cables were first installed by AT&T, the company provided intercity channels on an experimental basis, without charge. Last May 1 the company placed the service on a commercial basis and filed its rates with the Commission.

Channel Costs

Under these rates a television channel between two cities costs the broadcaster $35 a month per airline mile for eight consecutive hours each day, and $2 per month per mile for each additional hour. For occasional or part time service the rate is $1 per airline mile for the first hour of use and one quarter of that amount for each additional consecutive 15 minutes.

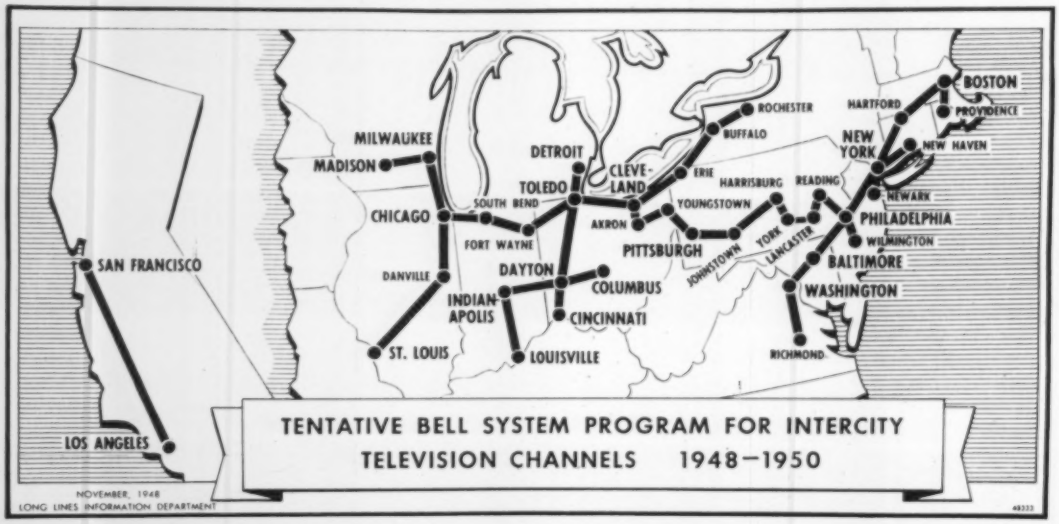
For use of terminal equipment there is a charge of $500 a month for connecting stations to the television network for eight consecutive hours daily. For stations which require only occasional service, the charge is $200 per month, plus $15 per hour for use.

Under the rates which are now in use pending a final FCC decision, a special schedule of rates applies in the event that two or more stations share the available intercity channels.

This schedule provides a charge of $25 per airline mile per month for four hours of service daily and a connection charge of $350. If desired, the four hours may be accumulated by 15-minute intervals which may or may not be consecutive.

The regular rates for sound or "audio" broadcasting apply for a separate sound channel needed for the complete television program.

As the web of coaxial cable spreads across the country and micro wave relay towers spring up, the networks are going all out to develop new program techniques. These two factions are making rapid strides to bring network television casting to the nation.



TENTATIVE BELL SYSTEM PROGRAM FOR INTERCITY TELEVISION CHANNELS 1948—1950

WHIO-TV promotes TELEVISION

in Dayton, Ohio and the Miami Valley

• When ten Dayton, Ohio, television set distributors held a show in November in The Dayton Power and Light Company lobby, WHIO-TV had its mobile unit and cameras on hand pre-selling TELEVISION to thousands of interested prospective television set owners living in Dayton and the Miami Valley. We're building programs now. We'll be on the air soon. Watch for our opening announcement.

WHIO TV
DAYTON, OHIO
AM • FM • TV

G. P. Hollingbery Company
Representatives
Harry E. Cummings Southeastern Representative

ON THE
WASHINGTON SCREEN

For Variety - WMAL-TV is FIRST

WMAL-TV displays in its lobby by way of simulated television receivers and the "ad-lux" process the local shows that are top variety entertainment in Washington. Ruth Crane's "Modern Woman" show, "The Dick Mansfield Show," "On Wings of Thought" with the noted mentalist Robert L. Friend, combined with "Club Seven" and other outstanding network shows makes WMAL-TV an undisputed leader.

For Sports - WMAL-TV is FIRST

Jim Gibbons, already famous for his color descriptions of the ABC "Game of the Week" with Harry Wismer, is at ringside on Mondays for the boxing matches and on Wednesday Jim is again on hand to cover the popular wrestling matches. His show "Sports Cartoon-A-Quiz" is also a favorite with TV enthusiasts. All this, AND the Washington Redskins football games on Sunday are brought to the public through the WMAL-TV cameras!

WMAL | WMAL-TV | WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Agencies

FRANK DOWD, formerly with Young & Rubicam, New York, and WILLIAM D. MAGNES, previously with Gussow-Kahn & Co., New York, join Doherty, Clifford & Shenfield, same city, as assistant account executives.

ROBERT W. READER joins Dubin Adv., Pittsburgh, as account executive.

DAVID N. JONES, former advertising manager for Coca-Cola Corp., New York, joins Grant Adv., same city, as a vice president and account executive. He will handle Coca-Cola export account.

RALPH D. KANNA joins Julian Gross Adv., Hartford, Conn., as vice president in charge of radio and television. He was formerly manager of WONS Hartford and has also been with ABC, WOBT Rhinelander, Wis., and WMMW and WMMW-FM Meriden, Conn.

Mr. Kanna

BENJAMIN R. POTTS, formerly assistant radio director of Federal Adv., New York, joins copy department of Erwin, Wasey & Co., Los Angeles.

CLYDE E. RAPP joins Campbell-Mithun, Chicago, in an executive capacity. He will handle the F. W. Fitch Co. account. Mr. Rapp was formerly with J. Walter Thompson Co., New York.

PALMER A. BRINK appointed vice president and general manager of Morris & Cain, Los Angeles. Mr. Brink has been with agency as production manager since its inception a year ago. Assisting him is SCOTT HUNT. ROBERT CAIN takes over as promotion director and account executive. Other appointments include CLARK ROSS as talent director; DICK ALLEN as account executive. Agency plans to expand present offices at 1211 N. Highland Ave. after first of January to include art department and additional production unit.

MARVIN R. SLAY, formerly account executive with Gray & Co., Denver, joins creative staff of Joseph R. Gerber Co., Portland, Ore.

RAYMOND PERRY, former head of his own Los Angeles agency, and L. SCOTT, former account executive with McCarty Co., that city, form Perry-Scott Inc. Offices at 1906 W. 6th St., Los Angeles. Phone: Dunkerque 8-3113.

LOCKWOOD-SHACKELFORD Adv., Los Angeles radio department, moves from its Hollywood office to agency's Los Angeles headquarters at 2001 Beverly Blvd.

PAUL R. JORDAN purchases interest of former co-partner JOHN LO BUONO in Jordan & Lo Buono, Los Angeles, with agency name being changed to The Jordan Co. Mr. Lo Buono remains with firm as account executive.

GLASSER-GAILEY, Los Angeles, moved to new offices at 301 S. Harvard St. Phone is Fitzroy 2141.

BEULAH ZACHARY resigns as executive producer at WBKB (TV) Chicago to join J. Walter Thompson Co., same city, as producer of *Kukla, Fran and Ollie* show, which is being aired over NBC's midwestern TV network.

SAMUEL D. FUSON, vice president of Kudner Agency, New York, appointed chairman of public information committee for Red Cross 1949 fund of greater New York.

JACK KERR, former advertising director of Kerr Glass Co., Los Angeles, joins Raymond R. Morgan Co., Hollywood, as account executive.

THOMAS L. GREER rejoins J. Walter Thompson Co., New York, as a copy group head. He was originally a member of agency's copy department 12 years ago.

THOMAS L. YATES, executive vice president of Advertising Business Agency Fort Worth, elected president of the Fort Worth Kiwanis Club for 1949.

JOHN C. STROUSE, former account executive with Young & Rubicam, New York, joins Doherty, Clifford & Shenfield, same city, in same capacity.

JOHN HANSEN, manager of Los Angeles office of Knollin Adv., transferred to agency's San Francisco office as art director. RICHARD K. MILLISOR replaces him as manager of Los Angeles office.

HAL WOLFF and NORMA RATHNER join Adolphe Wenland & Assoc., Hollywood, as account executives. Mr. Wolff was formerly with NBC Hollywood continuity acceptance department; Miss Rathner was former assistant to Albert Lewin, MGM executive producer.

(Continued on page 60)

BROADCASTING
Comparative Network Program Schedule
December 1948

Yeah, but can he lift a sales curve?

(for a real surprise, do not turn to back page of insert before Christmas)

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats - Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (487)	Catholic Hour S
6:15	Seaman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (315)	Coca-Cola Pause Refreshes (167)	Cudahy Packing Nick Carter (488)	Int' Silver Co. Ozzie & Harriet (128)
6:45	"	"	"	"
7:00	Go For The House S	Wrigley Gene Autry (158)	Trimount Clths. Sherlock Holmes (223)	Am. Tobacco Co. Jack Benny (161)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (166)	Lever Bros. Amos 'n' Andy (158)	Mutual Benefit Behind the Front Page (481)	Rexall Co. Faye & Harris (161)
7:45	"	"	"	"
8:00	Smith Bros. Stop The Music (172)	Wildroot Sam Spade (162)	Co-op A. L. Alexander	Stand'd Brands C. McCarthy (148)
8:15	Eversharp, Inc. (172)	"	"	"
8:30	Speidel Corp. (171)	Philip Marlowe S	Under Arrest S	Ford Motor Co. Fred Allen (163)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Andrew Jergens Winchell (218)	Electric Cos. Electric Theater Helen Hayes (159)	Secret Mission	Sterling Drug Man. M.-Go-R. (158)
9:15	Andrew Jergens Louella Parsons (294)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (151)	Carter Products Jimmy Fidler (295)	Sterling Drug Ath. Fam. Music (151)
9:45	"	"	Twin Views Of The News S	"
10:00	"	Frigidaire Lum 'n' Abner (164)	Voices of Strings S	Eversharp, Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Cabin B-13 S	Starlight Moods S	Philip Morris Horace Heidt (160)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service	Metro. Life Ins. Eric Sevareid (77)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:29 S
6:15	"	You And — S	"	
6:30	"	"	"	Sketches in Melody S 6:29-6:45
6:45	"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Co-op Fulton Lewis (291)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (44)	P & G Jack Smith (82) R	Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155)	General Motors Henry Taylor (455)	Art Van Damme Quintet
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside of Sports (156)	Pure Oil Co. Kaltenborn (32)
8:00	Assn Amer RR Railroad Hour (270)	Bromo Seltzer Inner Sanctum (153) R	Falcon S	DuPont & Co. Cavalcade of America (157)
8:15	"	"	"	"
8:30	"	Lever Godfrey's Talent Scouts (148) R	Casebook of Gregory Hood	Firestone Voice Firestone (148)
8:45	Henry Taylor General Motors (287)	"	"	"
9:00	Osser's Orch. S	Lever-Lux Lux Radio Theater (153)	Norzema Gabriel Heatter (330)	Bell Telephone Telephone Hour (158) R
9:15	"	"	Mutual Newsreel S	"
9:30	Stars in the Night S	"	Hollywood Story S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Pep'dent My Friend Irma (152)	Co-op & Mail Pouch (42) Fish a' Hunting	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	On Trial S	R. J. Reynolds Bob Hawk (160)	Orchestra S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (77)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:29 S
6:15	"	You And — S	"	
6:30		"	"	Sketches in Melody S 6:29-6:45
6:45	"	P & G Ivory L. Thomas (78) R		Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis Jr. (291)	Liggett & Myers Supper Club (161) R
7:15	Co-op Elmer Davis (44)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (132)
7:30	Relaxin' Time S	Campbell Soup Club 15 (155)	News	The Smoothies
7:45	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (156)	Pure Oil Co. R. Harkness (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (148) R	Georgo O'Hanlan	Philip Morris This Your Life (142) R
8:15	Earl Godwin S	"	"	"
8:30	Co-op Town Meeting (56)	C P P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (128) S	Lewis Howe Co. Date with Judy (158)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People (121)	Serutan Co. Gabriel Heatter (218)	Lever Bros. Swan Bob Hope
9:15	"	"	Mutual Newsreel S	"
9:30	Chr. Sc. Monitor Views the News R	Life With Luigi S	Lone Wolf S	Johnson Wax Fibber McGee & Molly (163)
9:45	Detroit Symphony S	"		
10:00	"	DeSoto Plym'th Hit the Jackpot (196)	Univ. Car. & Dist. American Forum	Lever Bros. Big Town
10:15	"	"	"	"
10:30	Lot Freedom Ring (NAM)	Mercy Amsterdam S	Orchestra S	Brown & W'mson PeopleAreFunny (198)
10:45	Serenade for Strings AF of L	"	"	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00AM	Concert Hall S	World News	Tone Tapestries S	World News W. W. Chaplin Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	Ballard & Bal. Renfro Valley (30)	Mutual Chamber Music Ensemble S	Bach Aria Group S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (12)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (285)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	Western Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Rel. Ch., Back To God (248)	Faultless Starch Starch Time
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Rhythm Ranch S	Invitation to Learning S	Alan Lomax Ballad Man	Who Said That? S
12:15PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (335)	Eternal Light S
12:45	"	"	"	"
1:00	Almanac S	Joseph C. Harsch S	Piedmont Shirt Wm. L. Shirer (328)	America United S
1:15	Ed or At Home S	Elmo Roper S	TBA	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00AM	Gen'l Mills, Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp. Breakfast Club (242)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (166)	Say With Music Willard's Or.h. S	P & G Road of Life (153)
10:45	Eleanor & Anna * S	Natl. Biscuit Arthur Godfrey (166) R	"	P & G The Brighter Day (103)
11:00	Pillsbury Kay Kyser *(213)	Liggett & Myers Arthur Godfrey (165)	Co-op Passing Parade Nesbitt (89)	Toni Co. This Is N. Drake (157)
11:15	"	"	Serutan Victor Lindlahr (90)	Manhattan Soap We Love and Learn (150)
11:30	West. Elec. Corp. Ted Mzione (209)	Contin'al Baking Grand Slam (45)	Co-op Heatter's Mailbag	Prudential Ins. Jack Berch (136)
11:45	P & G, What Makes YouTick? (170)	P & G Rosemary (83)	Lanny Ross	B. T. Babbitt Lora Lawton (97)
12:00 N	P & G Welcome Trav. (193)	General Foods Wendy Warren (143)	Kate Smith Speaks, Co-op (190)	"
12:15PM		Lever Bros. Aunt Jenny (82)	Philip Morris Kate Smith Sings (223)	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (84)	Co-op Luncheon at Saroli's	Words & Music S
12:45	"	Whitehall Our Gal Sunday (84)	"	"
1:00	Co-op Bankhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (128)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins 88)	Co-op Happy Gang	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Coffee in Washington S
9:45	"	Garden Gate S	"	
10:00	American Jazz S	Red Barber S	Ozark Valley Folks	Pet Milk Mary Lee Taylor (147)
10:15	"	"	"	"
10:30	This Is For You S	Romance S	Bill Harrington Sings S	A. Andrews R
10:45	Saturday Strings	"	Miscellaneous	"
11:00	Abbott - Costello Kid Show S	Cream of Wheat Let's Pretend (154) *	Movie Mat'n	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	Seaman Bros. Tomorrow's Headlines (126)	Lever Bros. Junior Miss (164)	TBA	Brown Shoe Smilin' Ed McConnell (116)
11:45	Roundup Rhythm S	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of T'day (165)	Hormel & Co. Girls Corp.	Barrioult Wash. News S
12:15PM	"	"		Public Affairs S
12:30	American Farmer (88) S	Pillsbury Mills Grand Cen. Sta. (129)	Miscellaneous S	F. Merriwell S
12:45	"	"	Week In Washington	"
1:00	Luncheon with Maggie & Herb S	Borden Co. County Fair (164)	Smoky Mt. Hayride	Allis-Chalmers Nat. Farm & H Hour (163)
1:15	"	"	"	"

SUNDAY

	ABC
1:30	National
1:45	"
2:00	Around the World
2:15	"
2:30	Co-op Mr. Pres
2:45	"
3:00	Frankie Harrison
3:15	News
3:30	Dance
3:45	
4:00	Tuckett Speaks Americ
4:15	The Atlan
4:30	Ford Motor Co. Auto Age
4:45	
5:00	Quiet
5:15	
5:30	University Chrysler
5:45	

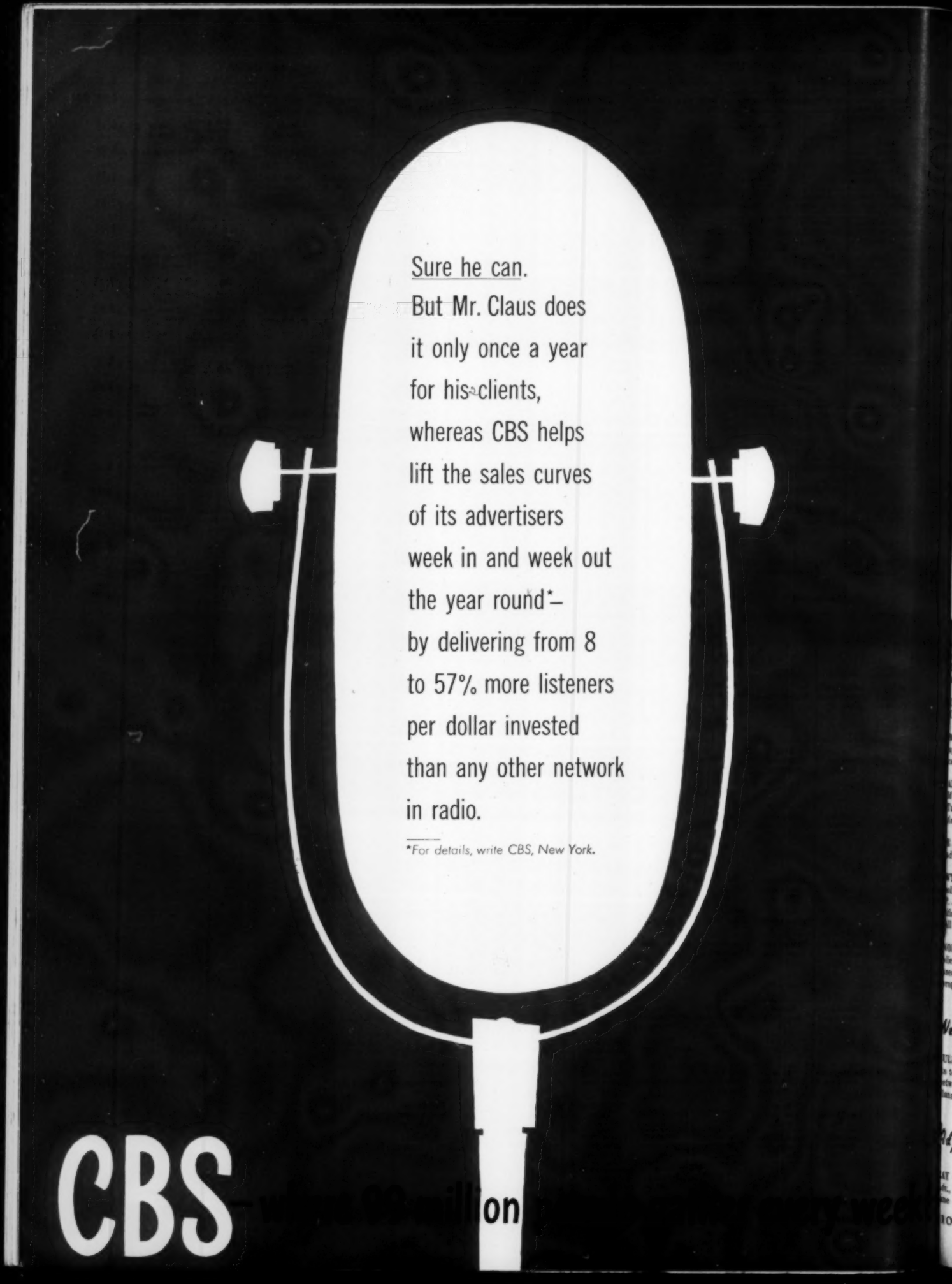
EVENING

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S	Not in Service)	Metro. Life Ins. Eric Sevareid (77)	Repeat of Kid Strips	News S Radio Hall Clem McCarthy 6:15-6:20 S	(Not in Service)	Metro. Life Ins. Eric Sevareid (77)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S	Speaking of Songs S	News S Bancroft	Sports Parade	News Summary S	6:00 PM
"	"	"	You And — S	"	"	"	You And — S	"	"	"	Memo From UN	"	Religion in News S	6:15
	Sketches in Melody S 6:29-6:45	"	"	"	Sketches in Melody S 6:29-6:45	"	"		Sketches in Melody S 6:29-6:45	Harry Wismer	Sports Review S	Bands For Bonds	NBC Symphony S	6:30
"	Sun Oil Co. 3-Star Extra (32)	"	P & G Ivory L. Thomas (73) R	"	Sun Oil Co. 3-Star Extra (32)	"	P & G Ivory L. Thomas (73) R	"	Sun Oil Co. 3-Star Extra (32)	Communism & Our World S	News S Larry Lesueur	"	"	6:45
John Lewis, Jr. (291)	Liggett & Myers Supper Club (161) R	Co-op Headline Edition (53)	P & G Beulah (79)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (162) R	Co-op Headline Edition (53) *	P & G Beulah (79)	Fulton Lewis, Jr. (291)	Liggett & Myers Supper Club (162) R	Treasury Band	Favorite Husband S	Hawaii Calls S		7:00
Orchestra S	Miles Labs. News of World (143)	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Orchestra S	Miles Labs. News of World (132)	Co-op (46) Elmer Davis	P & G Jack Smith (82) R	Orchestra	Miles Labs. News of World (143)	"	"	"	"	7:15
News S	Adrian Rollini Trio	A.N.T.A. Program S	Campbell Soup Club 15 (155)	News S	Art Van Damme Quintet	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155)	Gen. Motors Henry Taylor (455)	Music For Tonight	Band Music S	R. J. Reynolds Vaughn Monroe (181) R	News	Pet Milk Saturday Night Serenade (142)	7:30
Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (34)	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. R. Harkness (27)	"	Campbell Soup Ed. R. Murrow (152)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (33)	"	"	TBA	"	7:45
Can You Top This S	C-P-P Co. Blondie (151)	Co-op Abbott & Costello (39)	P & G FBI In Peace & War (149) R	Name of That Song?	G. F.-Jello Aldrich Family (145)	Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Nat'l Council of Protestant Epis. Churches	Cities Service Bands of Ameri. (82)	Mr. Malone S	Sing it Again S	Ronson Metal 20 Questions (475)	Anacin Hollywood Star Theatre (127)	8:00
"	"	"	"	"	"	"	"	Great Scenes from Great Plays	"	"	"	"	"	8:15
High Adventure	Kraft Foods Co. GL Gildersleeve (143)	Revere Camera Jo Stafford (44) *	Whitehall Mr. Keen (149) R	Better Hall (35) S	GF - Maxwell Burns & Allen (145) R	Equitable Life This Your FBI (221) R	G-F Jello mr. ace & JANE (151) R	Co-op Leave it to the Girls	R. J. Reynolds Jimmy Durante Show (183)	Famous Jury Trials S	"	Life Begins at 80	P & G Truth or Consequences (141)	8:30
" "	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
E. R. Sevilor Gabriel Heatter (338)	Bristol Myers Duffy's Tavern (159)	Personal Autograph S	Auto-Lite Suspense (183)	Serutan Co. Gabriel Heatter (218)	Kraft Foods Co. Music Hall (144)	Bristol-Myers Break the Bank (193) R	Ford Motor Co. Ford Theatre (179)	R. B. Semler Gabriel Heatter (181)	Pabst Sales Co. Eddie Cantor (149)	P & G - Co-op Gang Busters (92)	Winner Take All S	TBA	Am. Tobacco Co. Your Hit Parade (168)	9:00
Mutual Newsreel S	"	"	"	Mutual Newsreel S	"	"	"	Mutual Newsreel S	"	" "	"	"	"	9:15
Family Theater S	Bristol Myers Dist. Attorney (140)	Our Job Is Manhattan	Toni Co. Crime Photog. (181)	Mysterious Traveler S	Scattest Variety Show (93)	Pac. C. Borax The Sheriff (191)	"	Conti Products Yours for a Song (17)	P & G - Tide Red Skelton (143)	TBA	It Pays To Be Ignorant Co-op	Kaiser-Frazer Meet the Boss	Col.-Palm.-Peet Judy Canova (143)	9:30
" "	"	"	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
Manhattan Playhouse S	Am. Cig. & Cig. The Big Story (162)	Child's World S	Hallmark Playhouse (157)	Kaiser-Frazer Thin Man	* Falstaff Reynolds Screen Guild Theatre (181)	Gillette Safety Razor Co.	Philip Morris Playhouse (149)	Co-op Meet the Pres. (46)	P & G Life of Riley (139)	Paul F. Beich Co. Whiz Quiz (34)	Hometown Reunion S	Chicago Theatre of the Air S	Colgate-Palmolive-Peet Dennis Day(143)	10:00
"	"	"	"	"	"	Cavalcade of Sports (254)	"	"	"	"	"	"	"	10:15
Jones Orch.	Mars Candy Curtain Time (138)	We Care S	Campana Sales First Nighter (82)	Dance Orchestra S	General Electric Fred Waring (180)	"	Coca-Cola Spike Jones (184)	Dance Orch.	Colg.-Palm.-Peet Sports Newsreel (70)	Hayloft Hoedown (197) S	Nat'l Guard Military Ball S	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	Harrison Wood	"	"	"	"	"	"	Pro & Con S	"	"	"	"	10:45

GAME

SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
American Bird Products Radio Warblers	University of Chicago, Round Table S	(Not in Service)	P & G Dr. Malone (81)	Co-op Happy Gang	Rbt. McCormick Co-op S	Remember The Year S	Toni Co Give and Take (180)	Smoky Mt. Hayride	Ed. Tomlinson News
Mutual Music Box S	"	"	P & G Guiding Light (74)	Ralston Purina Chd. Jamboree (190)	Here's Jack Kilty	"	"	"	Report Europe S
Air Force Show S	First Piano Quartet	Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (66)	Ph. Morris (323) Miles Lab. (487) Int. Milling (134) Queen For Day	Campbell Soup Double or Nothing (131)	Texas Co. Opera (270)	Armour & Co. Stars Over Hollywood (32)	Time for Melody	Football Games
"	"	"	P & G Perry Mason (105)	"	"	"	"	"	"
Co-op Bill Cunningham (210)	N B C University Theatre	Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (152)	Golden Hope Chest	General Mills Today's Childr'n (148)		Columbia Country Journal S	Dance Orch.	"
Veteran Wants to Know S	"	"	P & G 12-27 (81)	"	General Mills Light of World (81)	"	"	"	"
H. C. Colo Milling, Ernie Lee Show (106)	"	Quaker Oats Ladies be Seated (295) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (145)	"	Report From Overseas S	Doll Trio	"
"	"	Toni Co. Ladies be Seated (202) R	Miles Labs. Hilltop House (124)	"	P & G Ma Perkins (148)	"	Adv. in Science S	"	"
General Foods Juvenile Jury (148)	Standard Brands One Man's Fam. (150)	Pillsbury Mills Galen Drake (213)	General Electric Houseparty (164)	Ozark Val. Folks Dixie Barn Dance S	P & G Pepper Young (151)	"	TBA	T B A	"
"	"	Listen to This S	"	"	P & G Right to Happiness (150)	"	"	"	"
General Foods House Mystery (475)	Miles Labs. Quiz Kids (148)	Second Honeymoon * S	Armour & Co. Hint Hunt (157) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	"	"	Horse Races	"
"	"	"	"	Co-op Johnson Family Scribner (10)	Sterling Drug Stella Dallas (146)	"	"	Music	"
Willmsn. Candy True Detective (480)	Pillsbury Mills Bob Trout (82)	Co-op Ethel & Albert (51)	Amer. Tob. Co. Lucky Strike Program (167)	Misc. Programs S	Sterling Drug Lorenzo Jones (145)		"	Charlie Slocum	
"	Living--1948 S	Co-op Your Story For Today	"	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)	Orchestra Following Opera	"	First Church Christ. Scientist (116)	"
D L & W Coal The Shadow (87)	Jane Pickens Show S	Quaker Oats Co. Challenge of the Yukon (236)	Treasury Bandstands S	Adventure Parade S	General Foods When Girl Mar's (77)	"	Orchestra S	U. S. Tobacco Take A Number (480)	
"	"	"	"	Co-op Superman (12)	General Foods Portia Faces Life (89)	"	"	"	T B A
Helbros Watch Quick As A Flash (411)	RCA Victor Show (182)	General Mills Jack Armstrong (192)	Chicagoans S	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (58)	"	Make Way For Youth S	Shotwell Mfg. True or False (482)	
"	"	Derby Food's Sky King * (192)	Miles Labs. Herb Shriner 125) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Fa'l (57)	"	"	"	"

XUM


Sure he can.
But Mr. Claus does
it only once a year
for his clients,
whereas CBS helps
lift the sales curves
of its advertisers
week in and week out
the year round*–
by delivering from 8
to 57% more listeners
per dollar invested
than any other network
in radio.
*For details, write CBS, New York.
CBS

New Business

RETAIL FLORISTS Assn. of Colorado switches from predominately newspaper schedule to 39 quarter hours on KFEL Denver with transcribed *Singin' Sam* show. Agency: Ball & Davidson, Denver.

CONKLIN PEN Co., Chicago, appoints H. M. Gross agency, same city, to handle advertising. Radio will be used.

STANLEY DRUG Products, Portland, Ore. (Crystaline Liniment), appointed Heims & Holzman, same city, to handle advertising. Radio will be used.

DENNISON'S FOOD Co., Oakland, Calif., Jan. 6, starting thrice-weekly sponsorship of *Bob Garred Newscast* on 12 CBS western stations, Tuesdays, Thursdays, Saturdays (6:15-6:25 p.m.). Contract is for 52 weeks. Agency: Brisacher, Wheeler & Staff, San Francisco.

GENERAL ELECTRIC SUPPLY Corp., Los Angeles (Hotpoint dealer), Nov. 29, started sponsorship of half-hour transcribed *Breakfast in Hollywood* on KFMB San Diego. Other western stations may be used. Agency: Ross, Gardner & White, Los Angeles.

REDDI-WHIP Co., Los Angeles, appoints Ruthrauff & Ryan, Hollywood, to handle advertising in 15 western states. Radio and possibly television will be used after Jan. 1.

KERR GLASS Co., Los Angeles, appoints Dan B. Miner Co., same city, to handle advertising. Radio will be used.

PHIL KALECH SALES Corp., Chicago, appoints David S. Hillman Inc., Los Angeles and New York, to handle advertising for Korvo. Radio will be used.

SEAL REFINING Co., of California, San Francisco (T & T Rug Non-Slip) in November started test campaigns in various market areas. Agency: Ad Fried Adv., Oakland, Calif.

GENERAL APPLIANCE Co., Oakland, Calif., through Ad Fried Adv., same city, is negotiating for half hour television program, featuring Don Santo's *Television Tryouts* scheduled for early next year. TV station has not been decided upon.

CHICAGO, ROCK ISLAND and PACIFIC Railroad, Chicago, appoints The Staples Co., same city, to handle advertising. Radio will be used.

MOREY MERCANTILE Co., Denver (wholesale distributor of Solitare Foods), appoints Ball & Davidson, same city, to handle increased radio advertising campaign. Appointment effective Jan. 1, 1949.

AMERICAN STORES, Philadelphia (food retailer), sponsoring new show, *Modern Living—American Plan*, on WCAU-TV Philadelphia. Show is aired Tuesdays and Thursdays, 3-3:30 p.m. Food stores also sponsor across-the-board *Alaco Rings Your Bell* from 10:15-10:30 a.m. on WCAU-TV.

J & B BREWING Co., Detroit, appoints W. B. Doner & Co., that city, to handle advertising. Radio will be used.

WTMJ-TV Milwaukee, announces three new TV sponsors. They are: Consolidated Apparel Inc. (Rosenbergs), placed by Gustav Marx agency, Milwaukee; E. J. Kaufman Co. (Studebaker and used cars), no agency; and Pioneer Scientific Corp. (polaroid sheets for TV sets), placed by Cayton Inc., New York. All firms are in Milwaukee, and all are advertising for first time on WTMJ-TV.

NORTH EASTERN SUPPLY Co., Ipswich, Mass. (farm equipment and supplies), appoints Peck Adv., New York, to handle advertising. Radio will be used, with probable addition of Boston to its present WJZ New York farm program co-sponsorship.

Network Accounts . . .

JULIUS KAYSER & Co., New York, effective last Thursday (Dec. 2), dropped its television series, *Girl of the Week*, Thursdays, 7:45-7:50 p.m. on NBC-TV network because of few cities that have channels available. New advertising plans do not currently include radio or TV.

Adpeople . . .

RAY CORMIER resigns as general manager and account executive of Hunter Adv., Los Angeles, to become sales promotion head of Central Chevrolet Co., same city.

BRAND NEW THOROUGHBRED

...IN GREEN PASTURES

KRSC-TV in Seattle, Washington is the West Coast's newest television station . . . but already it's showing thoroughbred characteristics! An affiliate of NBC and CBS TV networks, KRSC-TV has convinced its local and national advertisers that their top-notch operation is the best bet for reaching the green Seattle market. Looks as though your first Christmas will be a merry one, KRSC-TV . . . and we're happy to have had a part in your success!

Adam J. Young Jr.

22 EAST 40th STREET • NEW YORK, N. Y.

RADIO & TELEVISION REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

'Handy Reference'

EDITOR, BROADCASTING:

Mr. Foote has passed along to me the copy of your new monthly feature, the "Telecasting Showsheet."

It is a very novel idea and certainly makes the most handy reference sheet I have seen to date . . .

I'll look forward to receiving it each month.

Roger Pryor
Director of Television
Foote, Cone & Belding
New York

* * *

To the Point

EDITOR BROADCASTING:

Telecasting Showsheet. Would like to receive it every month.

Charles R. Denny
Executive Vice President
NBC
New York

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

WDXB Poll

EDITOR, BROADCASTING:

Far be it from me to write a "me too" letter, but I want the record set straight in Chattanooga. . . .

The Only Thing "WDOD Galluped Ahead" of was trying to get free publicity [BROADCASTING, Nov. 22]. To the second paragraph in which Mr. Carr starts "Aha, Mr. Taishoff, you don't know, etc. . . ." I can only reply maybe. . . . Mr. Carr doesn't keep up with what's going on right here under his nose! The WDOD poll gave Truman an overwhelming majority, whereas the WDXB poll . . . was much more accurate in percentages!

As I say, I hope you won't feel this is a "me too" letter . . . we're not a "me too" station, but we did get out and dig on the poll, failing to notify you because we felt everyone had had enough of pollsters so why mention same again!

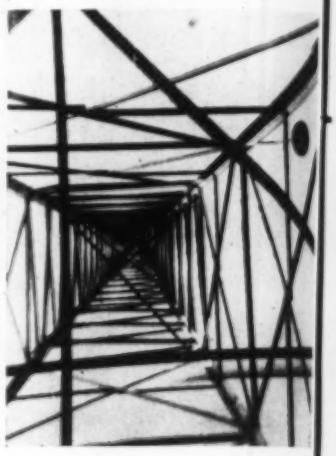
Walter H. Stamper Jr.
Program Manager
WDXB Chattanooga

Editor's Note: The WDXB poll gave Harry Truman 1,718 votes; Thomas Dewey, 1,658; Thurmond, 691 and Wallace, 116.

WBLK—Looking Up

EDITOR, BROADCASTING:

Being an engineer at NBC's affiliate in Clarksburg [W. Va.], WBLK (250 watt plug) and a current subscriber to your on the beam mag, BROADCASTING, I wonder if you'd be interested in the enclosed shots of my "home" during working hours. Is it a spider web, jail bars, a painter's ladder, a bird, Superman, etc, etc? Nosiree! It's a



Up the "ladder."

shot looking directly up our 219 foot antenna (shunt fed, boys)....

Even if you don't print it, your mag is still tops even for engineers.

Dave Frankel
Engineer
WBLK Clarksburg, W. Va.

* * *

On Radio Schools

EDITOR, BROADCASTING:

This is to advise that certain statements made in an article on the Kentucky Broadcasters Assn. meeting in your Nov. 22 issue regarding radio training at the U. of Kentucky were incorrect, misleading and incomplete. Criticism of radio courses was not directed primarily at the U. of Kentucky but at schools of radio in general.

Further this criticism was not of the radio courses offered as such but rather of the fact that the courses trained students for broader operation than the 250 w stations need.

The Kentucky Broadcasters Assn. passed a resolution in November 1947 approving the U. of Kentucky curriculum which was then but one year old. We know that you will want to correct this slur on our radio department which we feel was not intended by the Kentucky Broadcasters Assn.

L. Robinson
Acting Head
WBKY
U. of Kentucky
Lexington

TV Effectiveness

EDITOR, BROADCASTING:

. . . I believe that I have last found a measure of the ef

(Continued on page 76)

SURE,

some Chicago stations

can be heard in South Bend

. . . but the audience

LISTENS

to WSBT!

There's a whale of a big difference between "reaching" a market and *covering* it! Some Chicago stations send a signal into South Bend—but the audience *listens* to WSBT. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Hooper proves it.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

America's Model Television Station

WTMJ-TV

Reports on one year of programming

Advertising and television men have called WTMJ-TV, "America's Model Television Station," because of:

1. **The rapid growth of successful local programming.**
2. **High quality of picture transmission.**
3. **Fast climbing set sales in the one station Milwaukee Market.**
4. **The long list of successful television advertisers using WTMJ-TV.**

On December 3, 1948, WTMJ-TV completed a full year of television service to the rich Milwaukee market. Examine for a moment the record that has made WTMJ-TV one of America's most successful, fast growing, television stations.

WTMJ-TV has built its programming on the premise that local and national spot programs were as important as network programs. As a result, many of the most popular WTMJ-TV programs originate in the television studios of Milwaukee's Radio City. They include . . .

THE GRENADIERS

Milwaukee's most popular radio program, skillfully adapted to television, occupies the Wednesday night 8:00 to 9:00 P.M. slot. Complete with a 16-piece orchestra, vocalists, and comedy. It captures the Milwaukee television audience with a format built to the City's tastes. Participating sponsorship.

"PLAY 'EM OR PAY 'EM"

This 15-minute Friday night musicale feature challenges the television audience to submit song titles which cannot be played by the Radio City Quintette. This heavy mail pull program is under participating sponsorship.

VIDEO VARIETIES

Top mid-western talent is featured on this Sunday night 7:30 to 8:00 P.M. feature, one of Milwaukee's favorite television programs. Participating sponsorship.

T.V. TRYOUTS

The proved pulling power of amateur programs is combined with skillful production to make top flight television entertainment out of this Saturday night 7:15 to 7:45 feature. Participating sponsorship.

OTHER LOCAL FAVORITE PROGRAMS

The same skill and production facilities that have built WTMJ TV participating programs are also available to national and spot advertisers for the presentation of programs ideally suited to individual needs.

WTMJ-TV is a complete RCA Victor installation.

Because studio remote and transmission facilities are designed for one another, WTMJ-TV is transmitting a picture that results in quality reproductions of programs and commercials.

The WTMJ-TV dial position on Channel 3 assures good reception with any standard type antenna.

Sales of television sets in the Milwaukee area have exceeded even the most optimistic predictions. As of November 1, there were over 9,000 sets in Milwaukee and total installations are expected to exceed 12,000 units by January 1. Combined with the high listenership in the Milwaukee area, this means an audience of in excess of 100,000, or 10% of Greater Milwaukee's total population for most evening programs. Little wonder then that television has grown far beyond the experimental stage in Milwaukee and is now recognized as an effective, economical hard-hitting sales medium.

Over two-thirds of the sixty national, spot and local sponsors who have tried WTMJ-TV today remain as successful television advertisers. All three of Milwaukee's leading department stores have been on WTMJ-TV since its inception and all have dramatic success stories using the station. Local and network advertisers selling everything from automobiles to food products are obtaining results from WTMJ-TV. With the bulk of installations being in middle income homes, WTMJ-TV is delivering a valuable and growing list of reception homes to its advertisers.

NETWORK AFFILIATIONS

WTMJ-TV is affiliated with NBC, CBS and ABC. As the link between the mid-west and eastern network closes, the facilities of WTMJ-TV will be available to the users of these three networks.

WORTH REMEMBERING

When making your plans for television, remember this . . . WTMJ-TV, Wisconsin's only television station delivers a large receptive audience to the network, spot and local advertiser.

WTMJ-TV

THE MILWAUKEE JOURNAL TELEVISION STATION

Affiliated with NBC, CBS and ABC

National Representatives Edward Petry & Company, Inc.

THESE
5 Stations Build Sales for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

BELIEVING that truth may be stranger than fiction, KONO San Antonio, Tex., decided that real criminals make a better show than those out of a script. To prove this point the station produces a half-hour, public service show on Sunday night with tape recorded, on-the-spot interviews and descriptions of crimes.

Each Saturday night an engineer, Rocky Rhodes, a photographer, R. J. Smith, and Jack Shoemaker, public service director of the station, load their equipment into a specially equipped police car. In this they answer all police calls which they feel may prove of interest, and many which are not so fruitful.

The equipment consists of a tape recorder, two twelve volt batteries, a rotary converter, seventy-five feet of mike cable and two microphones.

The car, which is furnished by the police department complete with driver, is equipped with red lights and a siren. However it has no police identification and is plain in color to keep from scaring off prospects for the program.

The KONO staffers leave police headquarters at about 7:30 on Saturday night and attempt to record approximately an hour of material. This is edited into the half-hour show by George Ing, KONO chief engineer.

The crew answers all police radio

(Continued on page 84)

10-Year-Old 'Ham'

THE PARENTS of 10-year-old Jane Bieberman are mighty proud of an achievement which isn't reflected in the fifth-grader's report card. When FCC issued the call letters W30VV to identify her amateur station at Bala-Cynwyd, Pa., Miss Bieberman gained the distinction of being the youngest licensed radio operator in the world, according to the American Radio Relay League.

On All Accounts

BEATING a path from maid's room to pantry in Marshall Field's former apartment in Chicago's Field Bldg. is daily routine for Jane McKendry, timebuyer at Needham, Louis & Brorby.

Early this year the agency, outgrowing its spacious quarters on the 20th, 37th, 38th and 39th floors, expanded into Mr. Field's 10-room apartment on the 44th floor. Mrs. Maurice H. Needham, wife of the president, redecorated the elaborate menage, converting pantry shelves into book shelves, a maid's room into Miss McKendry's sleek office, and a lavish powder room into secretarial space.

A believer in career-plus-marriage, Jane was wed in early September to George Jacobsmeyer, assistant credit manager at Chicago's American National Bank. On their honeymoon, Jane was surprised her husband survived, for during their month-long trip she (1) collided with George while bicycling on Mackinac Island, knocking him to the ground, and (2) snared his ear instead of a perch while learning to fish. George, still defying the whims of fate, now is teaching Jane —at a safe distance—to shoot a rifle.

JANE

A petite brunette whose clipped curls match her new look, Jane was born in Columbus, O. After multiple moves to keep up with her father's real estate business, the family settled in Chicago. At Sullivan High School she combined "bloomer girl activities"—volley and basketball—with contrasting interests like sewing and dancing.

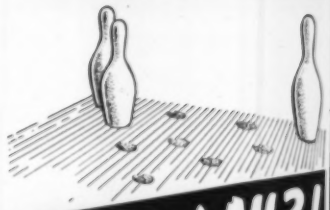
After graduation, she worked as a secretary at the Bell & Howell camera manufacturing plant, Chicago, and then moved to Needham, Louis & Brorby as secretary to Max D. Anwyl, secretary-treasurer. That was seven years ago, and Jane hasn't budged since, although she has been promoted from figure work in Mr. Anwyl's office to account work under vice president and media director Otto R. Stadelman.

After two months as his secretary, she was given five visual accounts for which she bought space: Macwhyte Co., Kenosha, Wis., (wire rope); Rand McNally & Co., Chicago (maps); John Marshall Law School, Chicago; A. C. Becker and Co., Chicago (investments and securities), and the dairy and poultry products of Swift & Co., Chicago.

When the agency took on more

(Continued on page 84)

WMBD dominates PEORIAREA



You'll Get All 3!

National advertisers on WMBD get the dominant share of the Peoriarea audience. There are three big reasons for this one-station dominance:

SALES EXPERIENCE
Twenty-one years experience with the Peoriarea audience. WMBD beams the right show to the right audience at the right time at the RIGHT PRICE!

PROGRAM EXCELLENCE
High program standards are resulting in more and more WMBD live shows becoming sponsored by national advertisers. For instance — Vick's Chemical, P & G Dreft, Griesedieck Beer, Standard Oil, Critic Feeds, Butternut Coffee and Phillips 66.

FULL SCALE PROMOTION
Well-organized promotion and merchandising department devotes full time to courtesy announcements, newspaper ads, bus cards, displays, direct mail, and merchandising publications.

ASK FREE & PETERS

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

Blue Earth County is part of MINNESOTA So is BIG AGGIE

Miss America, 2,500 4-H club youngsters and their parents, civic officials and agricultural leaders joined WNAX in Mankato, November 6, to honor the Ben Ludtke family, Minnesota winners in the WNAX 5-state Farmstead Improvement Program.

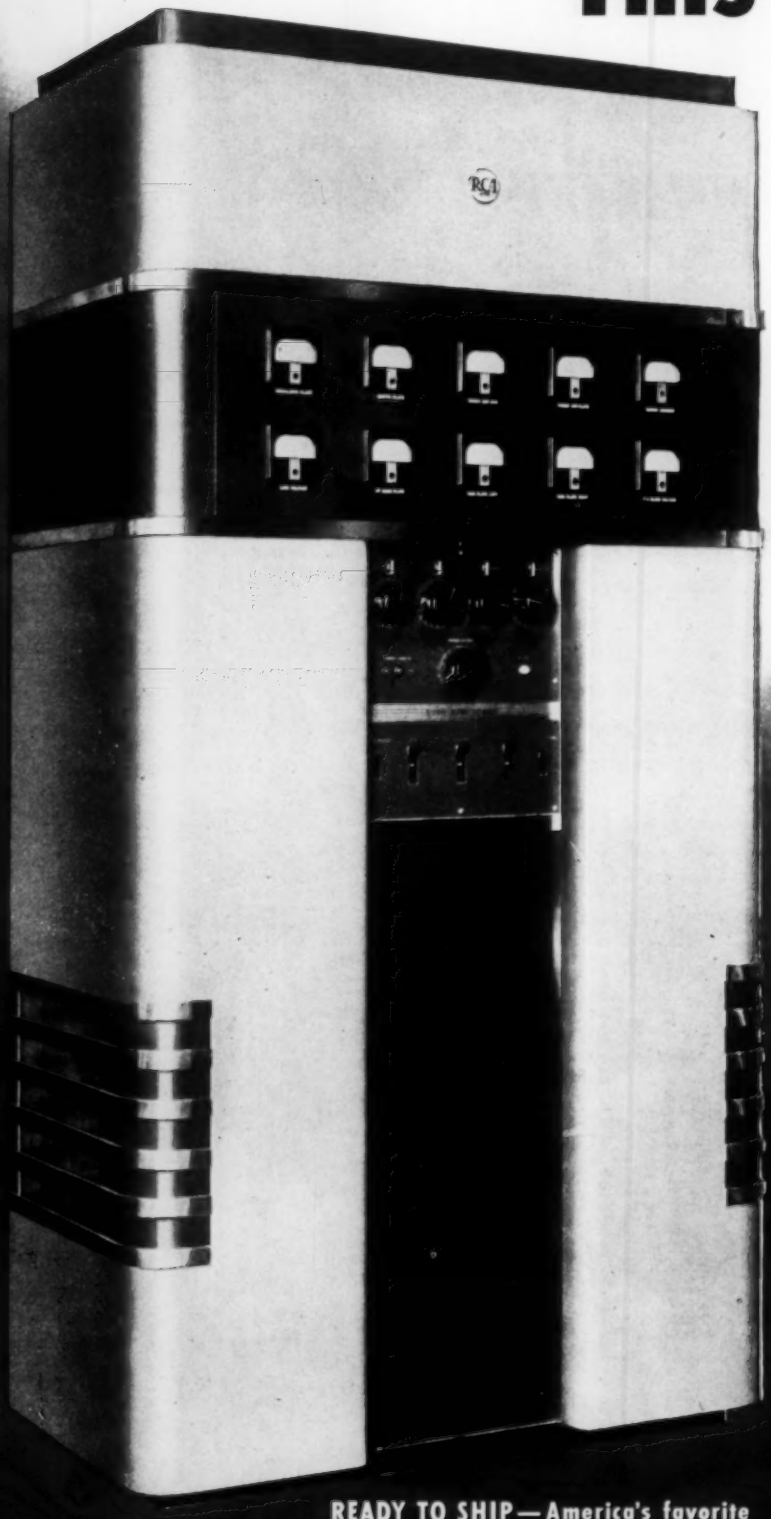
Blue Earth County is proud of the Good Thunder, Minnesota farm family that won WNAX's $1000.00 merchandise award over entries from 52 Minnesota counties.

WNAX is proud, too—proud of all 1,043 families participating in this WNAX-inspired 3-year improvement program; proud of its newest contribution to—serving the Midwest Farmer!

Top left: Robert R. Tincher, WNAX General Manager, presents $1000.00 award to Mr. and Mrs. B. G. Ludtke. *Bottom left:* BeBe Shopp, Miss America of 1948, expresses appreciation at being made honorary 4-H member by Leonard Harkness, Blue Earth County Agent. *Top right:* The capacity audience applauded loudly the WNAX Missouri Valley Barn Dance broadcast from Mankato's Armory.

Represented by The Katz Agency.

This 250-watt



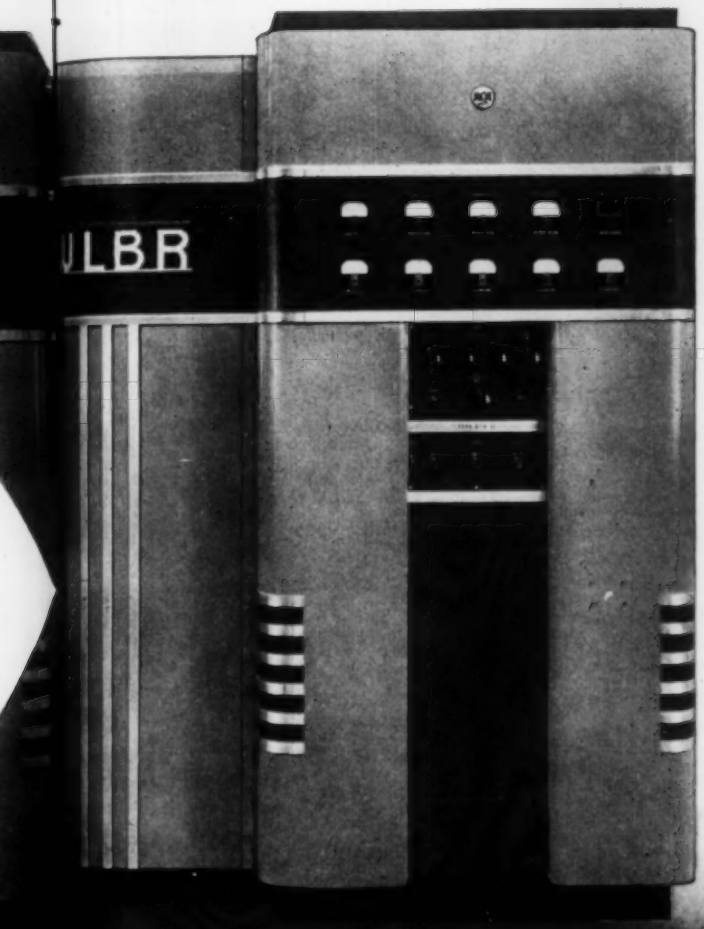
From 250 watts to 1 KW in one easy step

Use the BTA-250L as your 250-watt Transmitter now...

READY TO SHIP—America's favorite 250-watt AM transmitter, type BTA-250L

AM transmitter can be stepped up to 1 KW

...simply



WITH this 250-watt AM transmitter you can go to 500 or 1000 watts...simply by adding on an RCA 1-kw r-f power amplifier. Your BTA-250L then becomes your driver. Not a penny of your original transmitter investment is lost . . . because in this conversion there are no power tubes to discard or obsolete equipment left on your hands.

How quick and easy is it to convert? *You can make the change to higher power between "sign-off" and "sign-on"!*

This is one reason why the BTA-250L is a "natural" for stations planning a future power increase . . . or replacement of old equipment.

And there are many other reasons, too. Here is a transmitter that is *hushed* for quiet operation—uses no fans, blowers, or noisy a-c contact controls. It is designed with all controls and switches grouped on one central panel—and within handy reach. It provides an accurate means for logging . . . because it uses precision-type vernier tuning indicators. And all meters are located at eye-level for convenience of the operator.

For complete information about the BTA-250L... and how you can add an RCA 1-kw power amplifier to it *inexpensively* . . . call your RCA Broadcast Sales Engineer. Or write Dept. 19LA, RCA Engineering Products, Camden, New Jersey.

. . . add on this 1-kw Power Amplifier type BTA-1L for high power later

your
ow...

RCA

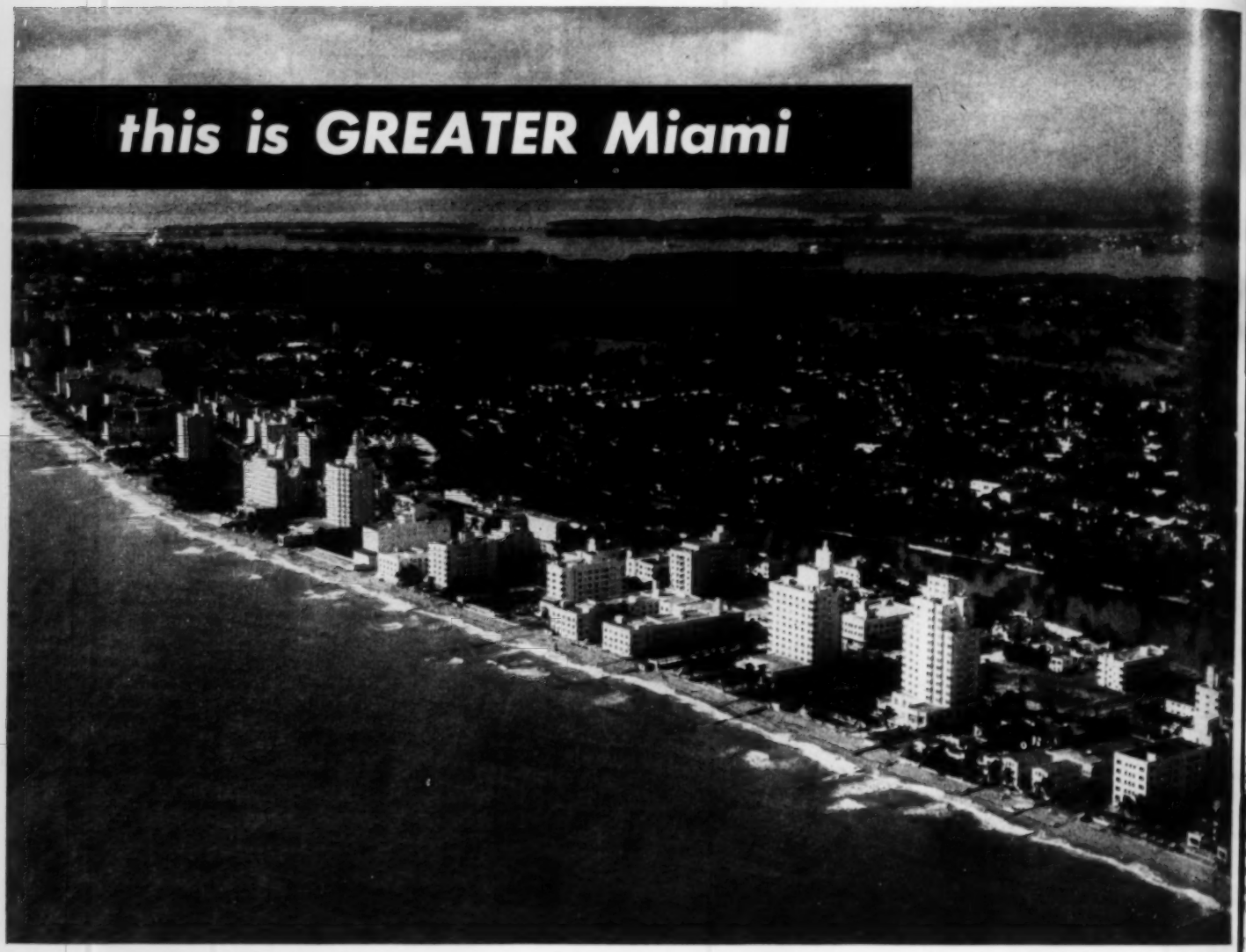
BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

XUM



South Florida is about to launch one of the biggest tourist seasons in its history. Thousands of new hotel rooms, hundreds of new apartment units and private homes have been built this year and are ready now to accommodate Greater Miami's ever-increasing number of tourists and seasonal residents, who last year spent an estimated $100,000,000 in this year-round resort capital.

Yes, Greater Miami is still America's No. 1 tourist attraction. But--as all surveys and indices point out--it's a great year-round market as well. Most advertisers agree, you can bank on results in the Greater Miami market. And the most effective way to get them--*at lowest cost per listener**--is WQAM, Miami's First Station, whose clear signal stands out in Greater Miami and delivers an important bonus audience in 15 additional counties of Miami's trading area.

* *Ask the John Blair man.*

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 35, No. 23 WASHINGTON, D. C., DECEMBER 6, 1948 $7.00 A YEAR—25c A COPY

SPOT PROBE

Network Representation Rights Argued

By RUFUS CRATER

WILL THE FCC assume jurisdiction over the white-hot question of networks' rights to serve affiliates as spot advertising representatives? That appeared to be the major immediate question last Friday as the Commission completed the first week of exploring the subject.

After five days of hard-fought sessions the hearing was adjourned late Friday afternoon to Jan. 30. At least two more days are expected to be needed to complete testimony. But there was some belief that the magnitude of the problem would discourage efforts to resolve it immediately.

Virtually the same problem is raised in a complaint pending before the Justice Dept.'s Anti-Trust Division, and some observers felt FCC might decide this is the more appropriate vehicle for settling the issue. It was pointed out, however, that the Justice Dept. is withholding action pending outcome of the FCC proceeding.

The case originated on petition of the National Assn. of Radio Station Representatives charging that the networks, through their representation of affiliates in the sale of national spot advertising, are violating the Commission's Network Regulations on network option time and stations' non-network rates [BROADCASTING, July 26].

If the practices do not violate the Network Regulations they at least are contrary to the spirit of those rules and to the public interest, NARSR contends. The complaint to the Justice Dept. also was filed by NARSR.

Fly and Rosenman

The hearing pitted two erstwhile New Deal stalwarts against each other: Former FCC Chairman James Lawrence Fly as counsel for NARSR, and Samuel I. Rosenman, former New York State Supreme Court judge and later special counsel for Presidents Roosevelt and Truman, as attorney for CBS. They tangled frequently in hot and sometimes ominous legal disputes.

In addition to their owned stations, CBS represents WAPI Birmingham, WBT Charlotte, WRVA Richmond, WCAU Philadelphia, and KSL Salt Lake City. NBC represents WGY Schenectady and five Westinghouse stations whose representation moves to Free & Peters on Jan. 1. ABC represents WMAL Washington. The five Westinghouse stations are WOWO Fort Wayne, WBZ Boston, WBZA Springfield, KYW Philadelphia, and KDKA Pittsburgh.

It appeared obvious, however, that the fears of network domination were not aroused by the networks' AM representation alone, but particularly by the development of television and network interest in that field.

Mr. Fly made clear that NARSR's charges do not include Mutual, and other spokesmen seemed virtually to exclude the DuMont Television Network.

CBS, the only network which offered testimony in the first phase of the proceeding, was supported by witnesses from affiliates which CBS Radio Sales—its national spot advertising organization — represents.

Responding to NARSR charges that networks dominate the rates and program hours of affiliates which they represent on spot advertising, CBS spokesmen contended that their company is experienced in representation but is "very, very small fry" in this field; that FCC has no authority to eject networks from the representation business; that spot sales and network sales are "completely divorced" in the CBS operations; that CBS has pushed spot sales more vigorously than NARSR members, and that it would be against public interest to tell stations they cannot choose the representative of their choice.

NARSR argued that with the increase in the number of stations in large markets the networks have greater "coercive" powers, that the intent of the Network Regulations is being violated, and that it is illegal for stations to sign contracts which limit their ability to compete for national spot business. Networks' "hold" over affiliates is greater in television than in AM, NARSR maintained.

The hearing was before Comrs. Paul A. Walker, who presided; Rosel H. Hyde, E. M. Webster, Robert F. Jones, and Frieda B. Hennock.

The Commission has several courses. It can refuse jurisdiction. It can take jurisdiction and find the NARSR charges either warranted or unwarranted. If it finds there have been violations of the Network Regulations further hearings will be necessary before disciplinary action may be taken against the stations involved. If it finds no violations but concludes that the practices are against public interest, separate rule-making proceedings will be required.

A HEARING that may decide the fate of network organizations' activities in the national spot advertising representation field commanded the attention of independent representative firms, networks, station operators, and the FCC last week. The hearing, unfinished after five days of testimony and heated dispute among counsel, was recessed to Jan. 3.

Other Participants

In addition to Mr. Fly and William C. Fitts for NARSR and Judge Rosenman and Richard Salant for CBS, participating counsel included: General Counsel Benedict P. Cottone for FCC; William R. Purdue and Thomas E. Ervin for NBC; Joseph A. McDonald and Andrew G. Haley for ABC; Thad H. Brown Jr. for DuMont; Paul D. P. Spearman for Edward Petry & Co., a member of NARSR; W. Theodore Pierson for WCAU; Glen A. Wilkinson for KSL; Ben S. Fisher for

(Continued on page 22)

HOOVER COMMISSION

'Voice' May Change

"THE FCC will roll along the way it always did," an authoritative source at the Hoover commission told BROADCASTING Thursday. What happens to the "Voice of America" is another and more disturbing matter.

The commission, formally known as the Commission on Organization of the Executive Branch of the Government, is nearing the end of its long study of U. S. agencies, and will submit its first report to Congress Jan. 13. Right now its members are studying mountain-high stacks of reports and recommendations submitted by 24 task forces, some of which have been working more than a year.

At stake in the effort to draw up a new operational pattern for the cumbersome maze of federal departments and commissions is the fate of several agencies affecting the broadcasting and advertising industries.

'Voice' to Change

The FCC and Federal Trade Commission, as independent regulatory agencies reporting to Congress, are not likely to be absorbed by any new agencies, according to word at the Hoover commission.

The State Dept., however, is slated for drastic changes which will affect the "Voice of America."

This is the trend of present Hoover commission thinking.

Some internal changes in the FCC's method of operating are suggested in a report to the task force under whose wing FCC comes [BROADCASTING, Nov. 1]. As in all such reports, efficiency and economy are the goal. These reports are secret, but leaks have occurred in a number of cases.

The Hoover commission points out that task force reports are in no way final, but merely are recommendations to the full commission. In turn the commission will reach its own decisions, and then submit them to Congress. Finally, the whole matter will be worked over by Congress.

At this point in the long-range project FCC is due for a business-

(Continued on page 74)

STATION representatives, network officials, and station operators turned out in force for last week's FCC hearing on spot representation practices. Among them were: Top row, l to r: In first picture, William R. Purdue of Cahill, Gordon, Zachry & Reindel, NBC counsel; James V. McConnell, director of NBC National Spot Sales, and Thomas E. Ervin, NBC assistant general attorney; second picture, Edward Petry, of Edward Petry & Co., and John Shepard 3d, of Yankee Network; third picture, Eugene Katz, executive vice president of Katz Agency and NARSR executive committeeman; former FCC Chairman James L. Fly, counsel for NARSR, and H. Preston Peters, Free & Peters president and chairman of NARSR executive committee. Bottom row, l to r: Richard Salant and Judge Samuel I. Rosenman (former special counsel to Presidents Roosevelt and Truman), attorneys for CBS, and Howard S. Meighan, CBS vice president; second picture, Paul H. Raymer of Paul H. Raymer & Co., president of NARSR, and George W. Brett, general sales manager, Katz Agency; third picture, Joseph A. McDonald, ABC vice president and general attorney; Murray B. Grabhorn, ABC vice president and manager of the network's owned stations, and Arthur B. Donegan, ABC assistant publicity manager.

Spot Probe

(Continued from page 21)

WRVA; Duke M. Patrick for WAPI; E. D. Johnston for WBT.

Highlights of the sessions included:

MONDAY

H. Preston Peters, president of Free & Peters and chairman of NARSR's executive committee, emphasized that national spot and network advertising are "highly competitive" and therefore cannot be properly handled by the same entity.

He cited alleged instances to support his contention that a network which represents affiliates for national spot sales exerts an influence on the affiliates' operations far beyond the field of spot sales itself.

Mr. Peters emphasized the importance of the representative's role as adviser on virtually all phases of client-stations' affairs. "When networks function as representatives," he said, "their influence on non-network station matters is increased."

Mr. Peters noted that the volume of national spot advertising grew from $13.8 million in 1934 to an estimated $99 million in 1948. In 1946, the last year for which exact figures are available, the 24 NARSR members handled $51.4 million, or 62.1% of the year's total. The 24 members, he said, represent 868 AM stations, or about half of the total in operation.

The 29 stations represented by the three networks, he testified, are less than 3% of the AM stations of 1946 but accounted for 22% of the non-network national spot business. By taking on the representation of "12 or 15" large stations in large markets, he said, the networks "could control in excess of 50% of non-network national income."

If network control over spot reaches "40 or 50%" of the total, he asserted, "national spot will then cease to provide a separate, self-sufficient and competitive approach by the station to the advertiser."

Affiliates, he said, get more net income from spot sales than from network time sales.

Testimony 'Hearsay'

In reply to opposing attorney's frequent protests that much of Mr. Peters' testimony was "hearsay," Mr. Fly repeatedly insisted that NARSR is not seeking to "penalize" either networks or stations. NARSR's objective, he said, is to help FCC establish policies for regulation of this field.

Mr. Peters presented minutes of a meeting of the ABC Station Planning & Advisory Committee, secured from ABC by subpena in which ABC President Mark Woods was quoted as telling the committee that "either the network is the most important thing in your shop, or it isn't."

Mr. McDonald, as ABC counsel, said he didn't question the general accuracy of the minutes but that he thought the full report showed ABC is trying to improve its service through cooperation with its affiliates.

Detailing alleged examples of the "pressures" felt by affiliates, Mr. Peters said in one case KHQ Spokane accepted three quarter-hours of sponsorship representing $2,925 per year of net income in place of eight quarter-hours of national spot advertising which would have meant $14,877 net income per year.

On cross-examination NBC counsel brought out that KHQ did not have a "firm order" for the eight quarter-hours at the time the contract was signed. KHQ President R. O. Dunning sent a telegram to this effect and it appeared likely that he would be summoned for personal testimony when the Commission refused to admit the telegram on grounds that its sender was not available for cross-examination. Mr. Spearman questioned how Mr. Dunning was "influenced" to send the telegram.

Eugene Katz, executive vice president of The Katz Agency and NARSR executive committeeman, testifying primarily on television aspects, charged that network representation organizations have an even greater control over TV operations than in AM. The same network rules apply in both AM and TV, he said. But since television stations operate fewer hours, he said, the nine hours which networks may option amount to 66 to nearly 100% of the broadcast day.

Mr. Katz said NBC's contracts permit the network "effectively to control periods in station time in addition to the time already under option."

Explains Rates

He claimed that under NBC-WNBT (TV) New York's previous rate card a spot advertiser would have to pay at least $950 for a one-hour film show ($750 transmitter rate, plus $200 program facilities charge). But, he said, the same time for the same film show on an affiliate with the same rate card would cost the advertiser only $750 if purchased on a "network basis." The $200 program facilities charge, he explained, would not be applicable to a network time purchase.

Yet, he said, the affiliate would net "less than $225" from the sale of this hour on a network basis "whereas the spot sale of the same one-hour film show would net the station approximately $573.41."

Mr. Katz told the Commission that all of the networks are "endeavoring to sign contracts for network affiliation with stations in cities where there are no facilities for network operation and hence where the 'network' programming would consist entirely of recorded (film) shows."

Therefore, he said, the networks "are in effect placing spot business

(Continued on page 70)

In This Issue . . .

Network Spot Representation Argued	21
Hoover Group's Plan May Change 'Voice'	21
NBC-CBS Talent Scramble	23
CBS Enters Sports Promoting	23
Elder Fills New Lever Vice Presidency	24
ABC Rejects Film Firm $26 Million Offer	24
Radio Boosts Retail Shoe Trade	25
Will Petrillo Play High Note for Truman?	26
March 1 New ASCAP TV Music Deadline	26
Radio Faces City Tax Threat	27
Craven to Leave Cowles	27
AT&T Rates Case Before FCC	29
General Drops Purchase Bid for WOV	29
Engineering Conferences on TV and FM	35

NBC, CBS TUG-O-WAR

McGee Exodus Next Rumored

CBS RAIDS against NBC's entrenched talent, which have so far resulted in the capture of Amos 'n' Andy and Jack Benny, promised last week to develop into a full-scale campaign.

With the obvious intention of installing itself in a virtually impregnable position for the development of television and of meanwhile reinforcing its AM lines, CBS was undertaking major operations on two fronts.

(1) It was reported to have made at least tentative offers for capital gains deals to six top-ranking NBC programs not previously disclosed. The strongest pressure was being brought upon the comedy team of Fibber McGee & Molly, it was learned.

(2) It concluded a deal to buy into the Tournament of Champions which will place the network in the business of promoting all kinds of sporting events and which could lead to its active participation in the ownership of teams (see story, below).

Multi-Purpose Organization

Restricted only by the anti-monopoly and restraint-of-trade laws, CBS could emerge from its present campaign as a multi-purpose organization delving into sports promotion, theatrical presentation of television, motion pictures, record manufacturing, broadcasting and telecasting.

As a co-owner of the quadripartite Tournament of Champions, the network stands to derive revenue from the actual attendance at events it promotes, from selling telecast and broadcast time and rights to advertisers, from selling telecast rights to theatres.

As the owner of all rights to such talent as Mr. Benny, Amos 'n' Andy, and whatever others it manages to entice from NBC, Columbia would be in a position, it was believed, to derive not only that revenue accruing from the sale of their broadcasts and telecasts to advertisers but that from sale of movie rights for any picture work the stars got.

The revenue, indeed, will have to be impressive if it is to pay off the network for the investments it is prepared to commit in order to attract the big names from NBC.

2½ Million Price

The Benny purchase alone was understood to have represented an investment of at least $2,500,000. This was broken down as follows: $2,200,000 for the purchase of Benny and assets of his corporation, Amusement Enterprises Inc., a guarantee that CBS would spend $100,000 in promotion, a 10% agency fee for Music Corp. of America on the whole deal.

The price involved in the Amos 'n' Andy purchase was reported as $2,000,000.

Prices involved in other negotiations including one with Edgar Bergen, CBS and Coca Cola, which awaits U. S. Treasury sanction [BROADCASTING, Nov. 29], were not known but were believed to be comparable.

(NBC will retain Mr. Bergen for at least 13 more weeks, as he has just renewed his contract with Standard Brands.)

The initial investment made by CBS in the Tournament of Champions was believed to be comparatively negligible. Financing that operation will be a matter of providing funds as needed, it was indicated, and no large overheard for the Tournament of Champions will be maintained.

Benny Agreement

An additional outlay probably confronting CBS with respect to the Benny acquisition stems from an agreement between the network and Mr. Benny's sponsor, the American Tobacco Co. CBS was reliably reported to have guaranteed to pay the sponsor $3,000 per Hooperating point lost by Mr. Benny in the transfer of networks.

The belief was held that an average of the comedian's recent ratings on NBC would be established as a base point for comparison of his CBS ratings.

The CBS indemnity against Hooperating loss immediately caused speculation as to the chances of its starting a trend.

It became known that similar indemnity was under discussion by NBC and the Procter & Gamble Co., sponsor of the Red Skelton show. NBC had offered the Benny time, 7-7:30 p.m. Sundays, to the Skelton show which is now heard Fridays 9:30-10 p.m.

The NBC overtures were rejected by the Proctor & Gamble agency, Benton & Bowles, after which the network carried the matter to the advertiser. At week's end Niles Trammell, NBC president flew to Cincinnati, the company's headquarters, to make a personal presentation which assertedly would involve insurance against Hooperating loss incurred by the transfer of the program.

By Thursday night NBC had not scheduled a replacement for the Benny period, to be vacated Jan. 2. It had at least three programs under consideration—the Skelton show if the amount of indemnity could be agreed upon, a new comedy program starring Dean Martin and Jerry Lewis, night club comics, and a dramatized news show.

The decampment of Amos 'n' Andy, Mr. Benny, perhaps Mr. Bergen and possibly other big stars from NBC spurred programming activity at that network of an intensity hitherto unknown.

It was reported that NBC was beginning to consider building several new programs which would be suitable for simultaneous telecast and broadcast in the hopes that stars who grew up with them would be of first magnitude by the time television becomes the important service it promises to be.

Other Talent Eyed

Other young and relatively unknown comedians were under consideration by NBC's programming department, it was said.

Despite the obvious blow which the sudden and perhaps wholesale departure of many top stars caused at the network, NBC was maintaining an attitude of determined cheerfulness. One executive pointed out that "there are a few shows on CBS which would like better time than they have."

Whether NBC would endeavor to match offers with CBS in an effort to retain other stars whose services had been solicited by the rival network was not clear. Mr. Trammell had flatly said that NBC would refuse to purchase stock in stars' corporations "until the U. S. Treasury says that such transac-

(Continued on page 62)

MR. KLETZ IS HOST

CBS' Story Told

By ED JAMES

TOOTS SHOR'S celebrated eatery was the antic scene last Wednesday of a distinctive if somewhat anti-climatic gathering at which it was announced that CBS was going into the sports promoting game.

The news, which had been told before [BROADCASTING, Oct. 25], was less enlivening than the composition of the assembly. Nervously mingling with such new associates as Primo Carnera, Charlie Fusari, Barney Ross, Sugar Ray Robinson, Steve Belloise and Marcel Cerdan were Lawrence Lowman and Davidson Taylor, CBS vice presidents, who were distinguished by the possession of two of the few unmarred noses in the crowd.

PRINCIPALS in expanded Tournament of Champions Inc., jointly and equally owned by CBS, Music Corp. of America, Allied Syndicates and George Kletz, T. of C. president. L to r, seated—Lawrence Lowman, CBS vice president and general executive, vice president of new corporation; Mr. Kletz; Charles Miller, MCA vice president and T. of C. treasurer; standing—David Charney, of Allied Syndicates, and Andy Neiderreiter, promoter for T. of C.

The announcement of the formation of the new Tournament of Champions was made by its president, George Kletz. Mr. Kletz, who formed the original promoting company of that name, reported that the new organization, was composed of himself, the Music Corp. of America and something called Allied Syndicates Inc., which upon investigation proved to be a public relations firm. Each owns 25% of the stock.

"We only signed the deal yesterday," said Mr. Kletz. "Who knows where we're going?"

Mr. Kletz admitted that the new Tournament of Champions intended to wed television with the promotion of all kinds of sports in what was fervently hoped would be a profitable union. Television, he believes, will eventually provide much greater revenue to a fight pro-

(Continued on page 61)

LEVER POST

Elder Fills New Vice Presidency

CREATION of a new position, that of vice president in charge of affiliated companies, and the appointment of Robert F. Elder to the post were announced last week by Charles Luckman, president of Lever Bros., Cambridge, Mass.

Mr. Elder, present vice president in charge of consumer research, will assume his new duties on Dec. 15.

"During the past two years," said Mr. Luckman, "Lever has acquired so many new companies and new products that it now becomes necessary to have one top executive devote his entire time and effort to these operations."

Mr. Luckman said that the long service of Mr. Elder, backed by his diversified experience, fits him ideally for the new post. "He has worked for some time with our affiliated companies and is thoroughly familiar with their operations, plans and opportunities," Mr. Luckman said.

Affiliated Companies

Lever Bros. affiliated companies are: Harriet Hubbard Ayer, New York; the John F. Jelke Co., Chicago; Pepsodent Division, Chicago, and the Philippine Refining Corp, New York.

The Ayer and Jelke concerns, manufacturers of cosmetics and margarine respectively, were acquired by Lever Bros. within the past 18 months.

Mr. Elder joined Lever Bros. in 1937 as director of market research. He was formerly professor of marketing at Massachusetts Institute of Technology. In 1944 he was appointed assistant to the president and two years later was named vice president of consumer research.

Graduated cum laude from Harvard, he began his business career as research chemist for the organization which controlled the technicolor process for motion pictures. Spending several years in research and production on technicolor, he later pioneered in the development of stereoscopic motion pictures.

Joined Brown Co.

In 1927 Mr. Elder became market analyst for the Brown Co., New England pulp and paper concern, where he developed a synthetic shoe material that came into general usage.

For the best paper "Reducing the Cost of Distribution," the following year, Mr. Elder won the Alvin Simonds award, granted in a nation-wide competition. This distinction led to an invitation from MIT to become its professor of marketing.

Throughout his MIT association, from 1929 to 1937, Mr. Elder acted as consultant for many industrial organizations, mostly in radio research, a field in which he achieved national prominence.

Mr. ELDER

ABC SALE

20th Century-Fox Offer Rejected for Present

TWENTIETH CENTURY-FOX's effort to buy the American Broadcasting Co. failed last week when Edward J. Noble, chairman of the ABC board and 53% stockholder, turned down the film company's last offer, a reported gross figure in excess of $20 million.

"Negotiations have been terminated," a terse statement from ABC announced.

A Twentieth Century-Fox spokesman confirmed the collapse of the negotiations, but added that the representatives of the two companies had parted "on friendly terms." Whether conversations would be resumed at a later date could not be ascertained, but this was thought possible after a cooling off period.

The ABC statement indirectly quoted Mr. Noble as saying that the offer by the film company, while substantial, was not acceptable to ABC. No ABC official would comment further.

Asked whether negotiations for the sale of the network to any other prospective buyer were under consideration, a highly placed ABC executive reiterated the "no comment" which was given generally to all questions.

Neither the network nor the film company would comment officially as to the report, from a competent source, that the last offer had been between $20 and $25 million. The ABC statement said only that whatever was offered was not enough.

The negotiations between the two companies were on the highest level, between Mr. Noble and Spyros Skouras, president of Twentieth Century-Fox [BROADCASTING Nov. 29].

It was understood that Mr. Skouras had opened the negotiations by approaching Mr. Noble with an offer. Twentieth Century-Fox is the second major film company to express an interest in buying ABC within the past year. Tentative discussions of a sale were had several months ago with Warner Bros.

The refusal of the ABC executive to comment on the question regarding the possibility of purchase by another buyer following the collapse of the Fox discussions prompted speculation that the chance still existed for a deal with Warner Bros.

Mr. Noble bought ABC as a skeleton network from RCA for $8 million but acquired with the package accounts receivable totalling $1.4 million making the actual cost to him only $6.6 million.

The network has expanded rapidly under his ownership in physical structure and business. Last year it earned a net profit of $1,520,756.

Kameny Appointed

GLYCOL Co., New York (Glycol vaporizer) has appointed Seymour Kameny Assoc., New York, to handle its advertising. Ray Solomon is account executive. Radio will be used but plans are not yet formulated.

Stop the Insurance!

FRED ALLEN has cancelled the $5,000 surety bond he posted against losses incurred by any listener who could prove he was deprived of a giveaway program prize because he was tuned to Mr. Allen. The NBC comedian announced on his show Sunday, Nov. 28, that he had dropped the insurance because in the eight weeks of its existence he had received no legitimate claims.

Drawn for BROADCASTING by Sid Hix

"Be sure and pick a car that's equipped with Transit FM."

BATES CHANGE

Partnership Is Formed

EFFECTIVE Nov. 30 the corporation of Ted Bates Inc., New York, was dissolved and a partnership formed to do business under the name of Ted Bates & Co.

Mr. Bates

Members of the newly formed partnership are Theodore L. Bates, Joseph R. Busk, Thomas J. Carnese, Walker G. Everett, Clinton S. Ferris, Thomas F. Harrington, Edward F. Hudson, William H. Kearns, John M. Lyden, D. Robert Parman, Clifford N. Parsells, Austin Peterson, T. Rosser Reeves, Edgar P. Small. All former vice presidents of the firm except Mr. Bates who was president and treasurer. Evelyn T. Bates, is a limited partner.

Originally Formed in 1940

The agency was originally formed as a corporation on Dec. 1, 1940. Its current billing is said to be more than $20 million.

The following accounts are handled by the agency: Brown & Williamson Tobacco Corp., Carter Products, Colgate-Palmolive-Peet, Continental Baking Co., Fleischmann Distilling Corp., American Sugar Refining Co., Grocery Store Products Sales Co., and Standard Brands, New York.

RETAIL SHOE TRADE

Radio Increases Sales

RADIO as an effective advertising medium in the retail shoe field is covered in Miss Ford's article. She demonstrates the successful use of radio and shows the greater effect gained through the use of promotion as an aid to a radio campaign. Miss Ford formerly was editor of "Radio Showmanship."

By MARIE FORD

IS RADIO a successful advertising medium for shoe retailers?

Well, back in 1943, when the Sport Center, Washington, D. C., first went on the air over WOL Washington with *Walter Compton's News*, three times a week at 6:30 p.m., the sponsor had some doubt about the direct sales returns that could be anticipated. That doubt was quickly dissipated. As a check on listenership, one mention was made of a sale of off-size women's sport shoes (sizes 2½ to 5), and the next day, as a direct result of that single announcement, over 300 pairs of shoes were sold.

In Portsmouth, Ohio, the Fairtrace Shoe Store, located out of the main business district, broadcast five spot announcements over a three-day period on W P A Y Portsmouth. Within a week after the first announcement was aired, Fairtrace gave full credit to radio for selling over 500 pairs of shoes.

As far back as 1940 the Arenz Shoe Co., Winona, Minn., made use of the broadcast medium. At that time its man-on-the-street program was almost its sole means of advertising a summer shoe sale. The store showed a 39% sales increase over the same month for the previous year, with the direct results from this KWNO Winona series in a large measure from rural listeners.

Salesuccess

(One of a Series)

De Vaney's Serial

After considering a variety of programs, De Vaney's Conformal Shoe Store, Phoenix, Ariz., went on the air with a transcribed serial, *Mama Bloom's Brood*. It supported its KTAR Phoenix weekly quarter-hour program with time-and-station mention in its newspaper advertising, as well as mention in its *Conformal News* pamphlet. At the end of the first year, according to answers from customers, the firm found that the program had attracted 65% of its business.

These successful campaigns had two elements in common, namely, promotion and merchandising support.

In Charleston, S. C., Condon's Department Store took on sponsorship of *Hollywood Headlines* over WTMA Charleston as a sales medium for its shoe department. The store mentioned the program in its regular newspaper advertising, and on spot announcements at various times of the day. As a result Condon's reported one of the best shoe business in its history, and with more than six years on the air the program still produces results.

When H. J. Justin & Son, Fort Worth, Tex., took on sponsorship of a Sunday afternoon program on KGKO Fort Worth, it checked listener interest in its program at the same time it merchandised its product. Listeners were offered a white plastic replica of a Justin Cowboy Boot to be worn as a tie or lapel pin, and listener requests exhausted an order for 5,000 of the miniature boots. Without question merchandising effort of this kind was in part responsible for the increased boot and shoe sales, and it certainly contributed to dealer good will.

Mary Jane Experience

In Philadelphia, Pa., the Mary Jane Stores gave whole-hearted promotional and merchandising support to its *Mary Jane Jamboree*, a half-hour series for teen-agers broadcast over WPEN Philadelphia. Purely promotional in effect were the newspaper advertisements in behalf of the series. Window posters and shop displays in all seven Mary Jane stores were also used, as well as notices for school bulletin boards. Merchandising effort included gift shoe certificates to each high school guest star, as well as shoe certificates for winners in the audience participation events.

Children's programs in particular lend themselves to merchandising effort. When Karl's Shoe Stores offered free master detective pistols to listeners to its *Dick Tracy* series over KECA Los Angeles, it found just how effective such offers are in stimulating store traffic. The firm had planned 500 pistols for each of its 55 Los Angeles stores, and after three brief announcements on alternate days, practically every store had exhausted its supply. As a conservative estimate, 27,500 people visited Karl Shoe Stores as a result of the three announcements.

To maintain a constant flow of store traffic, the Junior Booterie, Nashville, Tenn., organized a Red Goose Club in connection with its WSIX Nashville program for children. Each child received a membership card, a pin and a pencil, as well as a comic book. Since there was a new comic book each month, listeners to the weekly radio program continued to return to the store.

When Hanover Shoe Stores took on sponsorship of scholastic basketball, using the facilities of WIBG Philadelphia and WAAT Newark, it offered listeners forecast sheets—available at Hanover stores. What made the forecast sheets good merchandising was the fact that a shoe featured in the back of each forecast sheet was also plugged in the radio commercials.

A basic consideration is the purpose of the campaign. With that determined the retailer knows the audience group to which his message can be most effectively directed. Once this problem is settled, the other elements that lead to a successful broadcast effort fall into place.

Many shoe retailers, to increase sales in children's departments, have used programs of interest to children. In Nashville, Tenn., for example, Bell's Booteries used a weekly schedule, 5:15-5:30 p.m., in which six public school youngsters discussed topics of national interest. The series was successfully aired on a 52-week schedule over WLAC Nashville.

The Nissen Shoe Co., Oklahoma City, Okla., has a long record of successful radio effort, and one of its first ventures was *Tick-Tock Story Time*, a Saturday morning quarter-hour program of stories for school age children. The series was aired over KTOK Oklahoma City, originating from Nissen's Green Room, with balloons and whistles for youthful visitors who came to watch the broadcasts.

In Portland, Ore., Schoewe's Shoe Store was heard on KALE Portland every week-day with a transcribed juvenile series, *The Air Adventures of Jimmie Allen*.

For the teen-age group, Dawson's Shoe Store found that *Dawson's Spelling Bee*, aired over WOMI Owensboro, Ky., was a good sales builder. Sixteen high schools in the area were represented on the weekly half-hour series which featured Sponsor Earl Dawson as interlocutor and announcer for his own commercials.

Music is another way to attract the high school crowd, and in Washington, D. C., Crosby's Ladies Shoe Stores successfully appealed to the bobby-soxers with a *Band of the Day* program on W W D C Washington. Listeners were invited to send in their choice of the four records to be played each day, and winners received air mention and a prize of three records from a local music store. According to the sponsor, there was an immediate increase in the demand for brown and white saddle oxfords.

It was to college students that Neil White & Co., Fresno, Calif., directed its *Campus Reporters*. This weekly quarter-hour series, which featured campus personalities, events and news, was broadcast over KMJ Fresno.

To reach the feminine audience, Peters Bros. Shoe Co., Oakland, Calif., took on sponsorship of a mid-morning news program for women aired six times weekly. While the original contract with K R O W Oakland was for 13 weeks, at year's end the firm renewed for another 52 weeks. The firm reported the greatest sales increase of any retail shoe store in the San Francisco Bay Area for the year.

News represents a good program, too, for the general audience. For over five consecutive years the C & R Bootery, Shenandoah, Iowa, has broadcast an evening news series over KFNF Shenandoah. Each year net shoe sales have increased over the preceding year, with net sales and profits reportedly above those of other Shenandoah shoe stores. In the opinion of the store manager, radio is the firm's best advertising medium, and practically its entire advertising budget is with KFNF.

PARTY HARMONY

Will Petrillo Sound Note for Truman?

WITH THEIR discordant labor relations on key at least temporarily, U. S. President Truman and AFM President Petrillo will again strive for harmony—this time as the featured duet at Inaugural eve ceremonies in Washington on Jan. 19.

The music czar will appear once again on the Washington scene, this time as music master for Mr. Truman's Inaugural ceremonies.

Melvin D. Hildreth, general chairman of the 1949 Inaugural Committee, announced Nov. 28 that Mr. Petrillo has been appointed music chairman of the National Participation Committee for the Inaugural.

Capital observers construed the inaugural appointment as a reward to the AFM dictator for his outspoken support of the Truman candidacy.

The Washington appearance will by no means be a new one for the doughty little union ruler. Twice in the last two years he has been under klieg lights in Capitol Hill committee rooms, with movie, TV and still cameras capturing his dramatic gestures as he wowed entranced legislators with wisecracking parries.

Possibly Petrillo's outstanding Washington triumph but one which Truman advisers seem to have forgotten was his flat spurning of the late President Roosevelt's plea that he place the nation's welfare in wartime above his dictatorial desires. During the war he forbade participation of his musicians in countless patriotic celebrations and similar events, incurring the cautious wrath of high military officials.

For years he blocked broadcasts of programs by student-amateur and military bands and had insisted that stations hire musicians in excess of those they needed. His demands also stalled progress in the FM and television fields.

DID AFM President James Caesar Petrillo, who will arrange the musical program for pre-inaugural ceremonies, have in mind . . . . A Duet . . . . with President Harry S. Truman, when after the election he offered to help "make your inauguration a day of harmony in music. ."

A concert, under the auspices of the AFM, will be held at Washington's National Guard Armory the night of Jan. 19. Featured artists and units of the music world and top-flight entertainers of radio, stage and screen will be presented in a show which is expected to run continuously for three hours or more.

The committee believes it can present the show in three hours through the alternate use of two stages in a continuous presentation.

A Presidential box, flanked by other distinguished guests' boxes, will occupy a portion of the armory gallery.

Mr. Petrillo sounded the first notes of the overture after the election when he wired President Truman his offer to "make your Inauguration a day of harmony in music as it will most certainly be in our nation's history."

With no announced discussion on union scale, a factor which has always before figured prominently in Petrillo negotiations, the Committee accepted the bid and suggested the AFM sponsor the evening show.

The music dictator then started the verse:

"The affection of our Federation members for a fellow musician and a great President, as well as the esteem which Harry S. Truman has earned for all Americans, will be expressed in the pre-Inaugural celebration which we plan as the contribution of the American Federation of Musicians to this historic occasion," he wired.

James Sauter of New York City was appointed last Wednesday by the Committee as head of the talent committee for the Inauguration ceremonies.

Added Expenses

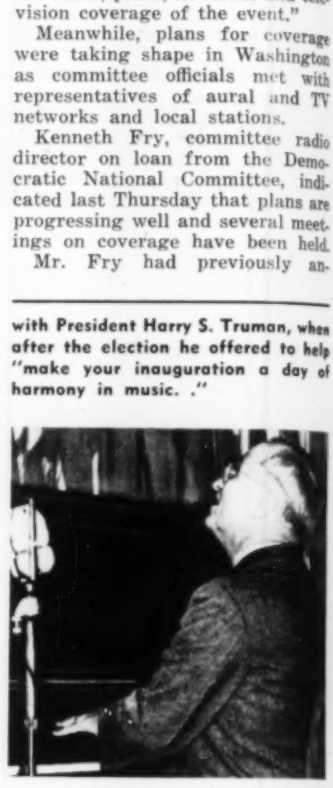
Chairman Hildreth cited radio, television, press and newsreel coverage as an example of added expenses in connection with the Inaugural. The cost of this coverage, he asserted, has increased about 100% over the 1941 Inaugural.

"Of course," Mr. Hildreth added, "we are making suitable arrangements to provide this added coverage, since this enables Washington to be the host to the millions of Americans who will visit our Inaugural, not in person but through the radio, press, newsreel and television coverage of the event."

Meanwhile, plans for coverage were taking shape in Washington as committee officials met with representatives of aural and TV networks and local stations.

Kenneth Fry, committee radio director on loan from the Democratic National Committee, indicated last Thursday that plans are progressing well and several meetings on coverage have been held.

Mr. Fry had previously announced that television networks would provide coverage of the parade and ceremonies at the White House through a pooled arrangement [BROADCASTING, Nov. 29]. He is currently assembling material on the expected timing of various events to enable the industry to adjust its programming accordingly.



MUSIC FOR TV

March 1 New ASCAP Deadline

TELEVISION is assured of ASCAP music at least until March 1, 1949. Action of the ASCAP board, meeting in New York on Tuesday, terminated the present gratis licenses for video use of ASCAP music as of Dec. 31, 1948, but allowed for a two-month period for negotiations of a contract with the television broadcasters.

If a contract is completed in that time its terms are to be retroactive to Jan. 1. If no agreement is reached on suitable payment for the video musical rights, ASCAP will make no charges for music used on television during January and February.

ASCAP will be ready to begin negotiation for the video rights as soon as it has secured the control of these rights from enough members to account for 80% of the society's annual revenue. The writer members have already passed this mark and that goal for publisher members is expected to be reached this month.

With the imminence of the Christmas holiday season, however, it is doubtful that negotiations will start before the first of the year.

The day following its board meeting, ASCAP sent letters to all television broadcasters notifying them of the termination of their present licenses at the end of the year and of the two-month grace period.

Streibert Statement

The same day, Dec. 1, Theodore C. Streibert, president of WOR New York and chairman of the NAB music advisory committee, sent the following statement to all members of the committee:

"ASCAP has just mailed notice to all television licensees cancelling its existing gratuitous license effective 30 days after receipt. Copy is enclosed.

"You will notice that provision is made for a negotiating period of 60 days after Jan. 1, 1949, with terms to be retroactive to Jan. 1, 1949. If no agreement is reached by the end of the 60 day period, it will be considered that the stations were licensed during the period on a gratuitous basis.

"Your television subcommittee has been kept fully informed of the ASCAP television situation and has been providing ASCAP with information to help formulate a basis for television licensing.

"Robert P. Myers, chairman of the subcommittee, will undertake to explore and formulate the uses of music in television to be included in the scope of the licenses.

"After the basis of ASCAP's proposed licenses has been clarified a meeting of the full committee will be called to receive any proposals and discuss the situation.

"It does not now appear probable that such a meeting will be held before the first of the year."

RWG CONTRACT

Negotiations Resume Today

NEGOTIATIONS between the Radio Writers Guild and agencies, package producers and sponsors are to be resumed today (Dec. 6) in New York after a recess called Nov. 18 to permit representatives to the parleys a chance to go home for the Thanksgiving holidays.

Announcement of the resumption of talks was made in a joint statement by Roy Langham, national executive secretary of the RWG, and Austin M. Fisher, spokesman for the agency and sponsor group.

It also was announced that negotiations held on the West Coast betweeen the RWG's western region and independent program producers would be merged in the New York meeting.

CITY TAX THREAT

NAB Fights New Dodge

By J. FRANK BEATTY

NATION-WIDE attempt by cities and towns to slap local taxes on radio stations was started last week.

Use of a subterfuge to evade constitutional guarantees was suggested Thursday at the 13th annual conference of the National Institute of Municipal Law Officers. The conference held a three-day meeting at the Mayflower Hotel, Washington.

The device by which municipalities hope to dodge court and constitutional principles is the assessment of a tax on the generation of electro-magnetic waves over a microphone. It was suggested to the conference by T. J. Gentry, city attorney of Little Rock, Fla.

NAB will combat the municipal officers' threat, it was learned at association headquarters Friday.

A. D. Willard Jr., executive vice president, told BROADCASTING:

"The theory advanced at the National Institute of Municipal Law Officers conference presents no new problem. It's simply another attempt by state and municipal officers to tax radio stations improperly. The NAB will, as it has in the past, employ every legitimate means to protect the broadcasters from any improper tax."

Launching of a tax campaign against radio by cities and towns had been foreseen by Don Petty, NAB general counsel, in addressing NAB district meetings last summer. At that time Mr. Petty had termed it "one of the most important problems facing broadcasters." The NAB legal staff has prepared a brief for guidance of attorneys representing broadcasters in state and municipal tax cases.

This new city campaign is one of a series of state and city efforts to impose franchise and gross sales taxes on radio despite its accepted interstate character. Broadcasters have not generally contested income or property taxes, but license and occupational levies by local governments on interstate business are generally held to be improper.

The Gentry technique, according to attorneys, is an attempt to separate a single function out of the "solid package deal" under which broadcasting is protected as an operation in interstate commerce.

Broadcasters are paying various forms of local taxes in some cities, according to NAB records, but the association takes the position they actually don't have to submit to these levies in most cases.

Basic court decision protecting broadcasting as a business in interstate commerce is the Fishers Blend case decided by the U. S. Supreme Court. Under this ruling, the whole broadcasting operation is adjudged inseverable.

It is this point, attorneys noted, at which the newest subterfuge is aimed. The attempt, apparently, is to pluck the generation of electro-magnetic waves out of the whole broadcast operation and place a tax tag on it.

The principle is expected to meet station opposition, should cities follow custom and snap at any possible means of adding to their tax revenues. Even a nominal tax will be opposed, since a $1 a year levy, for example, could easily be multiplied a thousandfold once it became established.

A number of cases involving somewhat similar principles have been defeated in the courts. Federal courts in Florida and Kentucky and the Supreme Court of Georgia, records show, have followed the Fishers Blend case.

STERLING DRUG

To Curtail AM, Try TV

STERLING DRUG, New York, during 1949 will curtail its use of radio because of the "high cost of that medium" but will experiment with television, James Hill Jr., chairman of the board of Sterling revealed.

Mr. Hill further said he believes television will eventually supplant radio. He also stated that at least $1 million of the shaved budget will go to newspaper space.

Beginning sometime next week Sterling will sponsor *Okay Mother* with Dennis James, five-times weekly on WABD, DuMont New York video station. Actual starting date has not been determined yet.

Currently Sterling's radio schedule will remain as is, according to an agency executive, but a radio cut may be realized after the television program has been on the air for three or four months.

Sterling now sponsors *Backstage Wife*, five-times weekly on NBC; Stella Dallas, five-times weekly on NBC; *Lorenzo Jones*, five-times weekly on NBC; *Widder Brown*, five-times weekly on NBC; *Manhattan Merry-Go-Round*, Sundays on NBC; *American Album of Familiar Music*, Sundays on NBC; *Mystery Theatre*, Tuesdays on CBS, *Mr. Chameleon*, Wednesdays on CBS and *Bride & Groom* five half-hours weekly on ABC.

Dancer-Fitzgerald-Sample, New York, is the agency for Sterling Drug.

CONTRACT TALKS

For Freelance Directors

FREELANCE aural radio directors' efforts to obtain contract or set up a code of operations will get to the exploratory meeting stage at 2:30 p.m. Dec. 14 at the NBC board room in New York.

The directors, members of the Radio and Television Directors Guild will be represented at the meeting by Newman H. Burnett, executive secretary of the guild. The four networks will be represented by a committee while observers from sponsors, agencies and package owners also will participate.

ASCAP Gets Stay

U. S. CIRCUIT COURT on Monday granted ASCAP a stay of execution of the District Court decision against it in the motion picture theater suit [BROADCASTING, July 19 et seq.] pending a decision on ASCAP's appeal. In an agreement with the motion picture theater owner plaintiffs, who did not oppose the extension, ASCAP stipulated that it will not sue any of the plaintiffs for infringement nor any motion picture producers who supply pictures to these theaters without requiring an ASCAP exhibition license.

CRAVEN MOVES

Becomes Partner Jan. 1, Of Lohnes, Culver

COMMDR. T. A. M. CRAVEN, vice president of Cowles Broadcasting Co. and former member of the FCC, has resigned effective Jan. 1 to become a partner in the Washington consulting radio engineering firm of Lohnes & Culver. Firm will become Craven, Lohnes & Culver.

An important figure in radio engineering and allocations policy since World War I, Commdr. Craven joined Cowles in 1944 as vice president in charge of eastern activities and of engineering. At that time he had completed a full seven-year term as FCC commissioner, preceded by several years as FCC chief engineer.

Lohnes & Culver was formed in June 1944 by George M. Lohnes and Ronald H. Culver. Both formerly had been for a number of years with Jansky & Bailey, Washington consulting engineering firm.

LaVerne M. Poast, formerly consulting engineer in partnership with Worthington C. Lent, Washington, and also at one time with Jansky & Bailey, has been associated with Lohnes & Culver since April 1947 and will remain with the new firm.

Commdr. Craven has been associated with the engineering aspects of radio regulation almost from the beginning. He was loaned by the Navy to the Federal Radio Commission, FCC predecessor, in 1927. Prior to that, during his Navy career, he served on various governmental radio advisory committees and participated in national and international communications conferences. He resigned from active Navy duty in 1930 to enter private practice as consulting engineer.

At the behest of President Roosevelt, he left this practice in 1935 to become chief engineer of FCC.

Presently member-at-large of the NAB board of directors, representing medium power stations, Commdr. Craven in 1946 was named to represent NAB at the technical conferences and negotiations to renew and revise the North American Regional Broadcasting Agreement (NARBA).

Graduated in 1913

Commdr. Craven graduated from the U. S. Naval Academy in the class of 1913.

Mr. Lohnes received his B.S. in electrical engineering from George Washington U. and Mr. Culver received the same degree from the U. of Michigan.

Gen. Luther L. Hill, executive vice president, Cowles Broadcasting Co., and general manager of *Des Moines Register-Tribune*, issued the following statement on Commdr. Craven's resignation:

"While we accept with regret the resignation of Commdr. Craven as vice president in charge of engineering, we are happy that he will continue to serve our organization in the capacity of consulting engineer. Commdr. Craven is in our judgment one of the country's foremost radio engineers and has made many notable contributions to his chosen field.

"As senior member of an independent engineering firm he will be in an excellent position to continue his work which has been of enormous benefit not alone to the radio broadcasting industry but to all the American people as well."

Messrs. Culver, Craven and Lohnes discuss formation of their new consulting radio engineering partnership.

HF CONCLAVE

Mexico City Sessions May End Feb. 1

HAVING rebuffed an attempt to scuttle the Mexico City High-Frequency Broadcasting Conference, delegations representing 68 nations are working toward a successful windup of proceedings by Feb. 1.

According to several conference sources, Argentina and Colombia attempted to break up the project by forcing through a Dec. 15 adjournment. This attempt failed, and delegates are emphasizing a theme of harmony and optimism.

The Soviet delegation joined in the harmony movement by issuing a statement praising technical achievements of the U. S. delegation. In the Nov. 29 issue of the conference's daily paper, The *Morning Electron*, this statement was published:

The Soviet delegation caused a congratulatory message to be sent to the United States delegation as recognition for the latter's wholehearted technical cooperation which has proven so useful to the conference. This gesture is, apart from being most commendable, of great significance as it reveals a truly internationally fraternal spirit and atmosphere is permeating the conference which, unlike other international conferences, is a real example of cordiality and mutual cooperation among all participating in it.

Members of the U. S. delegation, in turn, spoke highly of the work of the Canadian delegation. Among those singled out for praise were W. G. Richardson and J. P. Johnson, Canadian Broadcasting Corp. engineers. Mr. Richardson is chairman of Working Group 4-A of the Technical Committee. Like Mr. Johnson he has taken an active part in technical progress at the conference.

Senate Observers Return

The two U. S. Senate observers —Senators Edwin C. Johnson (D-Colo.) and Ernest W. McFarland (D-N. M.)—returned to the United States. They commented informally on the long hours and hard work of the delegation. They left Edward Cooper, telecommunications expert of the Senate Interstate & Foreign Commerce Committee, to serve as their representative.

Joining the U. S. delegation last week to aid in speeding up the technical work was Kenneth Miller, FCC engineer.

FCC Commissioner George E. Sterling, acting chairman of the 35-man U. S. delegation, took an optimistic view of the conference work in an address last week to the plenary session.

Can Be Successful

"It is the U. S. view that there is absolutely no warrant for adopting an attitude of defeat," he said. "It is our conviction that this conference can be carried through successfully."

Behind the harmonic atmosphere, of course, are many sharp differences in delegation viewpoints. Most of these differences are described as political, with engineers claiming they have made enormous progress in disposing of the mass of engineering problems centered in worldwide channel allocations.

Among technical topics are those involved in sunspot activity, maximum usable frequencies, and co- and adjacent channel ratios as well as those dealing with periphery. Cited as typical is the technical principles committee recommendations on use of FM for broadcasting in lieu of standard and high-frequency channels, especially in tropical zones where high atmospheric or static noise levels exist.

Meetings Planned

This committee has scheduled meetings looking toward worldwide adoption of recording and reproducing standards for both disc and magnetic systems. Adoption of standard would permit interchange of programs on a national and world-wide basis. The U. S. delegation plans to submit the standards of the NAB recording & reproducing standards committee.

Extension of the conference closing date to Feb. 1 is expected to bring about postponement to March 15 of the Inter-American Telecommunications Conference, now scheduled to be held in the United States. Favored cities are New Orleans and San Francisco.

CONTEST WINNER Dorothy Leonard (center) receives congratulations from Swift & Co. officials (l to r) A. V. Bollman, sales manager; J. P. Archibald, soap division; Mrs. Ruth Moore, secretary to Mr. Bollman; and F. C. Larsen, St. Louis Sales Dept. Miss Leonard is national winner of a jingle contest sponsored by Swift & Co. for Swift Cleanser on its quarter-hour segment of Don McNeill's *Breakfast Club*. The entire hour-long program is on ABC, Monday through Friday, 9-10 p.m. EST.

CIVIL DEFENSE

Mellinger Named Director

THE director's post of the Office of Civil Defense Planning has been accepted by Aubrey H. Mellinger, former president of the Illinois Bell Telephone Co.'s Chicago area, Defense Secretary James Forrestal announced last Thursday.

Mr. Mellinger was offered the position during a visit with President Truman Nov. 23 [BROADCASTING, Nov. 29]. He will assume his new duties Dec. 8. The former telephone official succeeds Russell J. Hopley of Omaha, Neb., who resigned, as he had previously announced he would do, upon completion of a proposed civil defense plan, now in the hands of the Department of Defense. The plan recognized communications as its "nerve system." Mr. Hopley will return to his duties as president of Northwestern Bell Telephone Co.

Signs Orr

FEDERAL Security Administration's U.S. Employment Service, Farm Placement Service last week signed W. Wallace Orr Inc., Philadelphia and New York, to produce a kit of advertising and public relations tools for use in recruiting seasonal and year-round labor to harvest and process the 1949 crops. The 1949 kit will include scripts for radio programs, suggested newspaper advertising and other promotional-public relation items. It will be distributed to over 1800 State Employment Service offices. Creative Arts Studio Inc., Washington, also will participate in preparation of the kit.

UNION MERGER

Talent Group Discussed

RELATIONSHIP of a new union, which may result from a merger of four talent unions, with the Screen Actors Guild will be the subject of negotiations in Hollywood some time this week.

That was made known by George Heller, national executive secretary of the American Federation of Radio Artists, who is leaving New York for the West Coast to participate in the negotiations.

His union, Actors Equity, Chorus Equity and American Guild of Variety Artists are currently considering merging in one talent union [BROADCASTING, Nov. 29].

It is expected that a partnership agreement will be worked out between SAG and any new union resulting from merger. The articles of such a partnership agreement are to be the subject of the Hollywood discussions. To be worked out are the jurisdiction of the new group and SAG in television.

NIELSEN INDEX

6 New Clients

FOUR advertisers and two agencies signed with the A. C. Nielsen Co., Chicago, last week for the new national Nielsen rating index service. Toni, Armour & Co. and Hall Bros. have three-year agreements, with Toni getting additional features — extra-week ratings, television reports, special research and consumer index reports. Carter Products, on a two-year contract, will receive the non-network feature and consumer index services.

The agencies are Biow Co., on a two-year basis, and Ward Wheelock Co., with a three-year agreement. The latter provides for extra-week ratings, non-network service, special research and the New York station area reports.

FCC PROBE

House Group Ponders Fate Of Investigation

THE FEASIBILITY of continuing an active investigation of FCC policies, procedures and decisions before the advent of a reshuffled Congress was the subject for discussion by members of the House Select Committee to Investigate the FCC, at an executive session scheduled for last Friday.

Chairman Forest A. Harness (R-Ind.), defeated in the election, called the session after a previous meeting slated for Dec. 1 was postponed for lack of a quorum of members.

Frank T. Bow, general counsel of the committee, explained the meeting had been called to consider several staff reports and to decide upon the committee's future course of action. One of the reports concerned the recent investigation of communications in Puerto Rico [BROADCASTING, Nov. 8]. An outline on the examination of the Commission's controversial Blue Book, licensing practices and other committee matters, were also slated for discussion.

Opposition was expected to any proposal that public hearings be held in Puerto Rico. Rep. J. Percy Priest (D-Tenn.), slated to take the reins of the committee if it is perpetuated against his wishes in the 81st Congress, was expected to cast a dissenting vote on this matter [BROADCASTING, Nov. 22].

AT&T RATES

Case Before FCC

FORMAL ASSURANCE that a broadcaster who must construct his own intercity relay facility will be permitted to continue its use "for a specific period of time" was promised by the telephone company last week. This would hold even if AT&T subsequently sets up its own service over the same routes.

In the final session of the first phase of FCC's investigation of AT&T and Western Union rates for television network service [BROADCASTING, Oct. 4, 11, Nov. 8], AT&T spokesmen said last Wednesday they intend to clarify their tariffs in this and other respects within a short time.

It is AT&T's policy—which was the subject of the first phase of the hearing—to refuse to interconnect its intercity facilities with those of private companies except to serve areas where AT&T has no channels of its own.

This policy, to be passed upon by FCC before the probe into the actual rates is commenced, had led television authorities to fear that broadcasters might establish their own facilities and then find them useless if AT&T set up facilities over the same route shortly thereafter.

John T. Quisenberry, AT&T attorney, pointed out that company officials have "already indicated that the Bell companies would not construct merely to prevent a broadcaster from using his own facilities built because no Bell facilities were available."

To Continue Expanding

He reiterated that the telephone company "is planning to continue to extend its intercity network facilities generally to meet the requirements of the television industry as promptly as practicable." But, he noted, cases may arise "where the company has no immediate plans for extending its video network" to particular communities.

"In this type of case," Mr. Quisenberry declared, "we plan to clarify the tariff so that a broadcaster, under these isolated circumstances, would have assurance that he could connect his facilities with ours for a specific period of time which, we believe, will be reasonable in view of all the circumstances."

He also pointed out that the company is working on a redefinition of "video exchange area" so as to "make more uniform and generally enlarge the area within which local channels may be used."

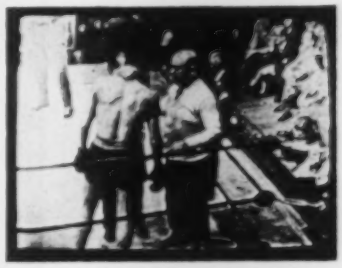
Without enumerating, he said AT&T also is planning to "clarify and make more specific the intent and purpose" of other tariff provisions whose meanings have been questioned.

Meanwhile, testifiying with respect to pictures submitted by Philco Corp. to support its claim that transmission via Philco's radio relay is better than by AT&T's coaxial cable [BROADCASTING, Nov. 15], AT&T Transmission Engineer Frank A. Cowan said one picture reflected the need for a circuit adjustment which has since been made and that the other indicated effects from local interference that disappeared shortly afterward.

Mr. Cowan submitted a series of pictures designed to show progressive improvement in the quality of transmissions over the telephone company's cable.

Unless FCC reverses its decision to pass upon AT&T's interconnection policy before launching the investigation of the rates themselves, it appeared unlikely that the rate probe would get underway for several months.

AT FCC television hearing last week, the AT&T introduced two photographs to show the improvements in its video relay system. The picture above was taken Oct. 26; the one below, Nov. 22.



ARMY SHOW'S TALENT

No Comment on Stars' 'Pink' Tendencies

THE ARMY has "no comment" on the radio recruiting show figures who purportedly have been affiliated with Communist front organizations.

A story widely published in Scripps-Howard and other papers had pointed out that three people in *Theatre, U.S.A.*, used by the Army, were "among the most active supporters of Communist front causes in the entertainment industry." Subsequently the story quoted a source as saying that "some kind of action will be taken."

Maj. Gen. T. J. Hanley Jr., director of personnel procurement, from whose office an announcement was expected, last Thursday declined comment.

Points at Three

The article pointed a finger at Alfred Drake, m.c., John Houseman, producer-director, and Howard Teichmann, writer-producer, of the show. Mr. Drake was identified as an initiator of the New York State Wallace Party and the article said he had been in such fronts as the Progressive Citizens of America, the Council on African Affairs and the Voice of Freedom Committee. He has left the Army show for another role on the stage.

Mr. Houseman was said to have been in Friends of the Abraham Lincoln Brigade, the Hollywood Writers Mobilization, and the Theater Arts Committee. Mr. Teichmann purportedly is active in the People's Radio Foundation, identified as subversive by the Attorney General, the paper said.

The show is purchased by the Army from an independent producer, who makes his own selection of cast and personnel, an Army source explained. It is heard Thursday, 7:30-8 p.m. on ABC.

CBS CLINIC

Rooms With TV Reserved

TO INSURE monitoring facilities to all CBS executives attending the network's three-day television clinic beginning Jan. 21, every Manhattan hotel room with video accommodations has been reserved for the session.

The measure was taken months in advance by Richard Redmond, CBS-TV administrative assistant. To date 140 television-equipped rooms have been reserved in the Roosevelt, New Yorker, New Weston and Taft hotels. Attendance at the clinic is expected to reach 250, with 115 reservations already in from 80 stations representing 35 states and Canada.

WOV TRANSFER

General Drops Purchase Bid

WITHDRAWAL last week of General Broadcasting Corp.'s bid for the purchase of WOV New York left Victory Broadcasting Corp. as sole contender for the station.

FCC presumably could proceed at once to act on the proposed transfer to Victory. But it seemed unlikely to do so, pending outcome of its recently reactivated investigation of the radio operations of Arde Bulova, owner of both WOV and WNEW New York [BROADCASTING, Sept. 6]. A decision on the Bulova probe may be forthcoming within a few weeks.

Victory Broadcasting Corp. is composed of Ralph Weil, WOV general manager; Arnold B. Hartley, program director, and N. Joseph Leigh, New York industrialist. It filed a competitive bid for the station after General Broadcasting Corp. had signed a conditional sales contract with Mr. Bulova for $300,000 plus the price of 10% of WNEW's stock now owned by Richard E. O'Dea, who is also part owner of WOV [BROADCASTING, March 15, May 24]. A formal contract for sale to Victory reportedly was in preparation late last week.

Transfer of WOV would terminate the last of FCC's original duopoly cases. Mr. Bulova's previous efforts to sell the station have been balked by litigation.

Announcing General Broadcasting's withdrawal from the competition, Herman Bess, director of WLIB New York and president of General, said that since entering into the conditional sales contract General had changed its mind.

"The business situation in the radio field has changed substantially," Mr. Bess said. "Furthermore, the time when this deal may be consummated is still indefinite. It is therefore deemed inadvisable, as a matter of business discretion, to enter into any further extensions of time."

Associated with Mr. Bess in General were Mr. O'Dea and Harry S. Reichenstein, Newark plastic manufacturer and that city's chief clerk.

It was understood that Mr. O'Dea also figured in the proposed deal between Victory and WOV. His 10% of the WNEW stock would be relinquished and in return he would get a total of 30% of the stock of WOV if purchased by Liberty. He now owns 20% of the common stock of WOV.

AVCO Rule Disputed

The competing application for purchase of WOV was filed by Liberty under the AVCO rule, which, Victory principals believe, no longer applies.

Despite Mr. Bess' implication that business conditions had deteriorated, Mr. Weil coincidentally announced that in October WOV established a record high in both new and renewal sales. He did not reveal figures.

BMB BALLOT

Group Mulls Twilight Terms

THE WHOLE PROBLEM of twilight time and the need to clarify the difference between "day" and "night" on BMB ballots was thrashed out Nov. 26 at a meeting of BMB's research committee in New York.

In taking up the problem, the research committee acted on instructions from the board of directors of BMB. The board, in its turn, had the matter brought to its attention by the NAB [BROADCASTING, Nov. 29]. Four members of the NAB technical committee and of the BMB board attended the research committee meeting as guests and participated in the discussions.

The research committee felt that the problem of nighttime audiences resolves itself into two parts:

(1) Making as certain as possible that the listener knows what the BMB ballot means by "day" and "night."

(2) Helping users of BMB reports understand the audience figures in the light of nighttime signal availability.

Ballot Reworded

To aid the listener in appreciating the difference between "day" and "night" in the BMB ballots, the committee approved a rewording of the ballot as recommended by the report forms subcommittee.

The rewording is not being made public until field tests pre-testing the wording have been completed. It is known, however, that the new emphasis is on "light" rather than on "dark."

Whereas previous wording emphasized before dark and after dark, present wording will tend to associate daytime with daylight. Under such an approach, pre-dawn listening, for example, since it takes place before daylight, will be classified as nighttime listening. At present for example, a farmer is apt to classify such listening as daytime.

To help users of BMB reports better understand significance of audience figures in light of twilight problems, an engineering advisory committee is being appointed. The research committee announced it is anxious to adopt any procedure to be agreed upon by the engineering advisory committee for helping advertisers, agencies and broadcasters to interpret the BMB findings in light of nighttime signed availability.

Not Yet Appointed

At press time, members of the engineering advisory committee had not yet been appointed.

The research committee itself felt that the influence of twilight listening on daytime and nighttime audiences could not, as a practical matter, be eliminated short of maintaining hundreds of thousands of meters in homes throughout a full year.

It was felt that seasonal differences in twilight and the difference between the popular conception of twilight and electronic twilight, which affects radio signals, make it impractical to seek information on twilight listening as such.

Furthermore, it was pointed out, many stations have sizable audiences during the approximately three hours of electronic twilight, and to exclude them from BMB reports would do these stations an injustice.

Nevertheless, the committee agreed with NAB that the proper evaluation of BMB data calls for a distinction between areas in which a station's nighttime audience reflects continuing listening until sign-off, and areas in which its nighttime audience is more likely to reflect only or preponderantly twilight listening due to the lack of a dependable signal later at night.

Since the listener cannot provide accurate information on his twilight listening, and since twilight audiences cannot be disregarded or discarded from a station's audience, the research committee agreed that this problem could best be met by seeking to assure a better understanding of the significance of the BMB audience figures.

The committee also reviewed and approved the manner in which the number of radio families in every county of the United States and approximately 1,300 cities is being re-estimated in the light of revised Census Bureau figures and local information.

On the Nov. 1 recommendation of the technical subcommittee, all radio stations, including non-subscribers, have been asked to send BMB all available local information which might help census determine the number of families in individual counties and cities. Consideration of this information is already in progress.

SYNDICATE SERIES

Second Production Begins

SECOND of the Broadcasters Program Syndicate series, *Frontier Town*, has been launched by Bruce Eells & Assoc., Hollywood director of the group, under its "cooperative program syndication plan" [BROADCASTING, Oct. 11].

Series, a one-weekly half-hour western dramatic show, will be slanted to adult rather than juvenile listenership, according to Mr. Eells, and will stress "realism and authenticity." William (Wild Bill) Elliott is the star. Production of the series starts in January with discs scheduled to reach the 141 syndicate member stations by the end of the month.

First series, five quarter-hour weekly *From Inside Hollywood* show, featuring Pat O'Brien will be ready Dec. 15. [BROADCASTING, Nov. 1.]

'MAYOR' BACK

Barrymore Show on MBS

AFTER a long absence, *Mayor of the Town* starring Lionel Barrymore and Agnes Moorehead returns to the air next Jan. 2 Under sponsorship of the Mutual Benefit Health and Accident Assn. of Omaha, the series will be aired on MBS Sundays, 7:30-7:55 p.m.

The 52-week contract was placed through Ruthrauff & Ryan, Chicago, and replaces the Gabriel Heatter *Behind the Front Page* show. Change was made because sponsor and agency wanted a different type of show, MBS spokesman said, not because of dissatisfaction with the Heatter show. The program will emanate from Chicago.

TBA TELEVISION CLINIC ADVANCE REGISTRATION

Miss Terry Armstrong, Sales Management, New York; Anne Bacher, N. W. Ayer & Son, New York; George M. K. Baker, RCA, Princeton N. J.; Betty Bartlett, Robert F. Branch Inc., New York; Kenneth Bartlett, Syracuse U., Syracuse, N. Y.; Chas. A. Batson, NAB, Washington; Hugh M. Beville Jr., NBC, New York; G. W. Brett, Katz Agency, New York; Robert Brewster, WOR New York; Thad Brown, Roberts & McInnes, Washington; R. J. Brown Jr., General Electric Co., Syracuse, N. Y.; J. M. Bryan, Jefferson Standard Bcstg Co., Charlotte, N. C.; Geo. M. Burbach, KSD St. Louis.

John C. Clark Sr., John C. Clark Jr., Clark Assoc., Binghamton, N. Y.; Marcus Cohn, Cohn & Marks, Washington; Edward Codel, Katz Agency, New York; Edward C. Cole, Yale U., Dept. of Drama, New Haven.

Douglas Day, Frank Denman, Buchanan & Co., New York; D. H. Dennenholz, Katz Agency, New York; Charles R. Denny, NBC, New York; Richard Dunn, N. W. Ayer & Son, New York.

Daniel Ehrenreich, WOR New York; William Doty Edouarde, Badger Browning & Hershey, New York; Kenneth Edwards, Eastman Kodak, Rochester, N. Y.

Fred W. Fisher, Westinghouse, New York; William E. Forbes, Young & Rubicam, New York; C. D. Ford, E. I. duPont de Nemours & Co., Wilmington, Del.; Michael C. Fusco, WKAL Rome, N. Y.

James Gaines, NBC, New York; H. Nevin Gehman, Amos Parrish & Co., New York; Farrell Gilmore, Buchanan & Co., New York.

Donald C. Hamilton, WOR New York; Stanley Hawks, Katz Agency, New York; Wm. S. Hedges, NBC, New York; J. V. Heffernan, RCA, New York; Fred H. Henkel, C. E. Hooper Inc., New York; Robert M. Hoffman, WOR New York; C. E. Hooper, C. E. Hooper Inc., New York; A. R. Hopkins, RCA Victor Div., Camden, N. J.; C. F. Horstman, RKO Theatres, New York; C. J. Hunt, Stromberg-Carlson Co., Rochester, N. Y.

E. K. Jett, A. S. Abell Co., Baltimore, Md.; G. W. Johnstone, NAM, New York; August A. Nelson, AAAA, New York; Phillip Nichols, RKO Theatres, New York; Albert Preisman, Capitol Radio Eng. Inst., Washington.

Walter Reade Jr., Walter Reade Theatres, New York; Robert H. Reid, INS, New York; J. Leonard Reinsch, WSB-TV Atlanta, Ga.; E. H. Rietzke, Capitol Radio Eng. Inst., Washington; L. L. Rogers, Clark Assoc., Binghamton, N. Y.; James L. Rubenstone, Trans-American Television Corp., Philadelphia.

Robert Salk, Katz Agency, New York; Ivor Sharp, KSL Salt Lake City; John Sheehan, Buchanan & Co., Camden, N. J.; Robert Simon, WOR New York; Carleton Smith, NBC, New York; T. A. Smith, RCA-Victor Div., Camden, N. J.; Theodore Streibert, WOR New York; W. C. Swartley, Westinghouse, Boston; M. A. Trainer, RCA-Victor Div., Camden, N. J.

Larry Walker, Jefferson Standard Bcstg. Co., Charlotte, N. C.; Edwin K. Wheeler, *The Detroit News*; W. F. Whitman, RKO Theatres, New York; Easton C. Woolley, NBC, New York; A. F. Wild, General Electric Co., Syracuse, N. Y.

VIDEO CLINIC

Top TV Men to Attend TBA Session

MORE than 100 television executives from all parts of the United States will attend the Television Clinic of the Television Broadcasters Assn., Wednesday at the Waldorf-Astoria, New York.

Starting at 9.45 a. m., video stations in the New York area will radiate special programs to the clinic all day. At 11 a.m., a panel session devoted to station representation, sales policies and affiliation agreements will be held.

Participating in this discussion will be: George Moskovics, CBS-TV New York; Klaus Landsberg, KTLA Hollywood; Doty Edouarde, agency representative, and Eugene Katz, station representative. Myron Kirk of the Kudner Agency will deliver an illustrated talk on "Television Advertising Showmanship."

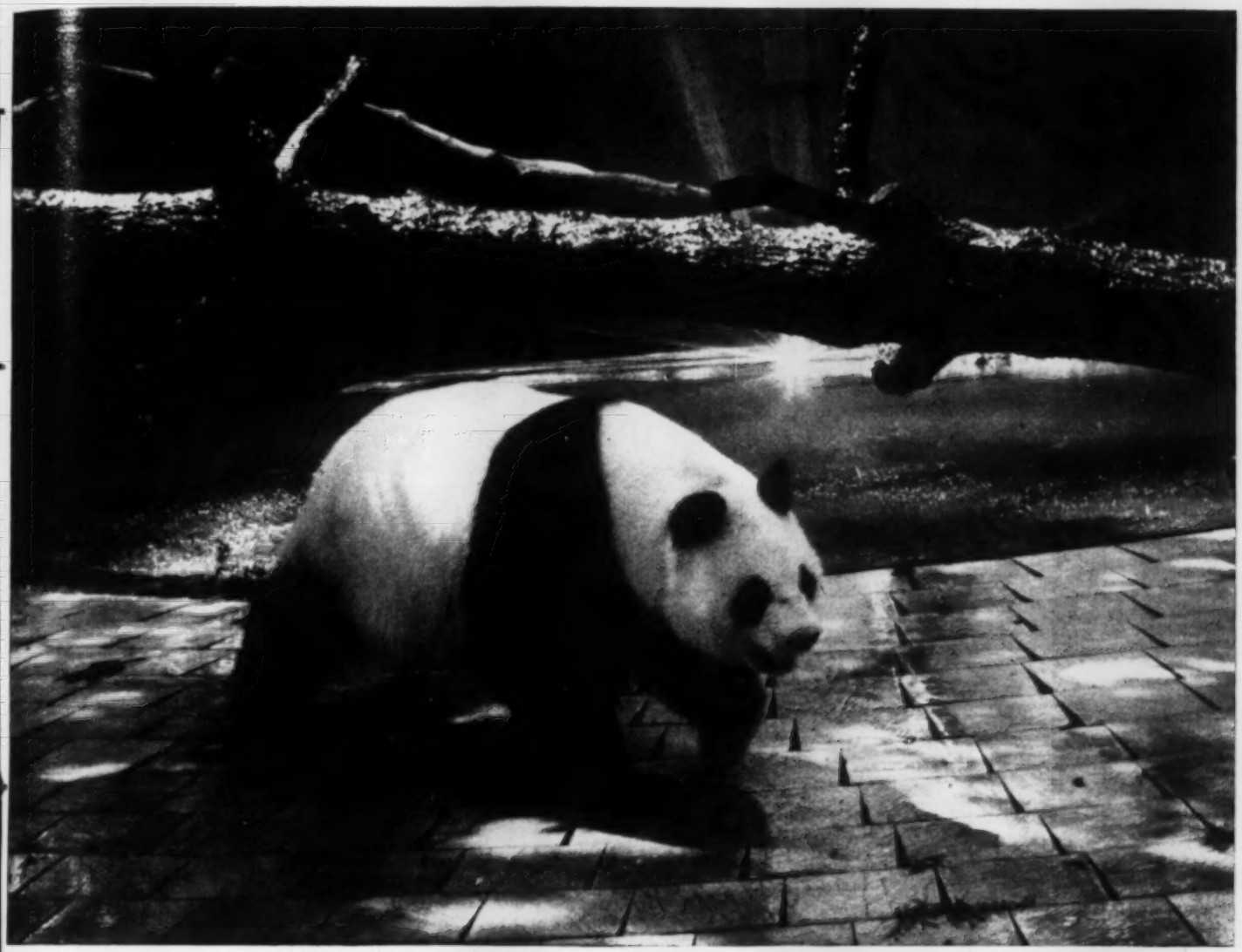
At a luncheon meeting, Wayne Coy, FCC chairman, will outline what the Commission is doing to "defrost" the current "freeze" on new TV station grants.

At an afternoon session, speakers will include: George M. Burbach, KSD-TV St. Louis, on "station Management Do's and Don't's"; Robert P. Myers, NBC, on "Legal Problems of Television"; Leonard H. Hole, WABD New York, "Report on DuMont's Daytime TV Development"; Robert L. Coe, WPIX New York, on "Television Station Reception Problems"; Hugh M. Beville, NBC, on "Finding the Facts for TV Selling."

To Show Film

Walter Damm, manager of WTMJ-TV Milwaukee, will show a five-minute film demonstrating the operation of an animated cartoon device developed by and used successfully at WTMJ-TV.

To insure that the clinic program will run on schedule, TBA President Jack Poppele has rigged up an electric timing device which will begin to ring at the moment each speech is supposed to end. Device will continue to ring until the speaker stops talking.



Teddy Bear or Panda?

Is this strange looking thing a real, live animal, or is it just a big teddy bear, made to amuse the kiddies? It's hard to tell from the picture. Let's get down to the facts. It is actually a living panda, taking a walk in the Bronx Zoo, New York City.

We like to print *facts* in our advertising. We believe that time buyers want *facts* about radio stations. So here are a few hard, cold *facts* about W·I·T·H in Baltimore:

W·I·T·H is the BIG independent station with the BIG audience.

W·I·T·H delivers more loyal listeners-per-dollar than any other station in town.

W·I·T·H covers 92.3% of all the radio homes in the Baltimore trading area.

On the basis of these *facts*, W·I·T·H deserves a place on your schedule. Get the full story from your Headley-Reed man today.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

BEATS and EXCLUSIVES

. . . *Dispatches that Radio remembers*

The United Press pivots fast as news interests shift from continent to continent, from one big story to another. U. P. goes after the big breaks with energy and enterprise. It delivers the extras that your listeners remember.

For example, U. P.'s election coverage gave stations the competitive edge they all strive for. Here are a few other recent beats . . and exclusives . . by the service that constantly and successfully aims at more than the routine.

October 22—Decisive beat on the Federal Grand Jury's investigation of Representative J. Parnell Thomas on the kickback charges which led to his indictment.

* * *

October 25—More than 24 hours ahead with the news that China was preparing to withdraw from Manchuria.

* * *

October 27—Exclusive disclosure by Lt. Gen. Leslie R. Groves of Russia's efforts to get the secret of the atom bomb.

* * *

November 9—First by many hours with rent director Tighe Woods' plan for a tighter rent law by the new Congress.

November 14—Exclusive interview with Dr. Edward U. Condon, of the Bureau of Standards, former target of the committee on Un-American Activities, in which he upheld the committee's value and urged its continuance.

* * *

November 17—First report from inside beleaguered Suchow by an American news service correspondent since fighting began there, giving an eye-witness account of scenes in and around the city.

* * *

November 21—Admiral C. M. Cooke, Jr., wartime American Naval Chief of Staff, tells U. P. exclusively how control of the Western Pacific is passing to the Communists.

* * *

November 22—First with the news of King George's illness.

November 25—Clean-cut beat on settlement of the longshoremen's strike on the West Coast.

* * *

November 26—First again with word of Mme. Chiang Kai-Shek's plan to visit the U. S. to plead for help for China.

* * *

November 27—Exclusive with Chinese Premier Dr. Sun Fo's call for an outstanding American military figure, such as Gen. Douglas MacArthur, to come to China's rescue.

* * *

December 1—Generalissimo Chiang Kai-Shek's declaration, in conversation with a United Press correspondent, that China, despite its desperate plight, still can turn back the Reds with American aid. An exclusive story.

...By UNITED PRESS

The World's Best Coverage of the World's Biggest News

Dec. 11 is "T" Day in Memphis and the Mid-South!

With all the explosive power of the Atom Bomb, Television is making its debut in Memphis and Mid-South! Talk about a new medium with sales impact! This is it.

A new medium in a new market

For over a year, this event has been aggressively promoted among folks throughout this area. For more than five years, the people in Memphis and the Mid-South have been hearing about the wonders of Television; now it becomes a reality. WMCT, the first Television outlet in the Mid-South goes on the air this month. Yes, this will be the biggest day in Memphis since the inception of radio!

What about sets?

Are people buying television sets? You bet they are! The big question is: how can suppliers continue to meet the demand? Sets are being installed throughout this area right now. Hundreds of homes are already equipped to enjoy WMCT's first telecast.

It's later than you think

Maybe you haven't given too much serious thought to the tremendous sales impact of Television in a new market. Well, a lot of agency people and advertisers have, because our cream availabilities are going fast. You say the word, and we'll give you all the dope on what we have to offer.

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

WMC - WMCF - WMCT

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

owned and operated by the Commercial Appeal

TELECASTING
BROADCASTING
WASHINGTON, D. C., DECEMBER 6, 1948

ENGINEERING CONFERENCES

Sessions Held in Washington

By LARRY CHRISTOPHER

FCC-INDUSTRY informal engineering conferences, held last week in Washington preparatory to revision of TV and FM standards and video allocations, resulted in:

● General agreement as to propagation factors which should be considered in redrafting technical standards for the very high frequency (VHF) broadcast services, i.e. effects of troposphere, terrain, antennas, etc.

● Much disagreement as to the methods by which these factors should be evaluated and then expressed in standards which would not be arbitrary in practical application.

● Formation of a committee which will meet during December to resolve the differences into concrete proposals for consideration in early January.

● Recommendation by RCA-NBC that FCC lift "promptly" its present freeze on processing of television applications, highlighting series of specific proposals put before conferees.

RCA-NBC indicated it believed on the whole that "the principles upon which the Commission has proceeded in making its television allocations are sound, and that the Commission is now in a position to make an allocation of channels in the VHF band upon the basis of general adherence to those principles."

Among other recommendations advanced at the proceeding were proposals for "phase-synchronization" of the carrier frequencies of co-channel stations to permit closer spacing of TV stations; increased power for video outlets because of the generally expressed need for higher field strengths; use of directional antennas for TV transmission where practical, and careful review of the present FCC regulation concerning effective radiated power as it relates to antenna height.

Some of these suggestions, especially the last named, received multiple support. There appeared to be wide agreement that the signal level propagated to a distance by the troposphere is nearly independent of antenna height and that tropospheric interfering signals are primarily a function of power.

The engineering conferences, held Tuesday through Friday under the chairmanship of Edward W. Allen, chief of FCC's Technical Information Division, were three in number [BROADCASTING, Oct. 18]. The first concerned VHF propagation standards in general while the second was devoted to VHF television broadcasting standards and the third to FM standards. The conferences overlapped with one another into a single general proceeding as various considerations concerned all three phases.

When the Commission subsequently scheduled the present engineering conferences it included the consideration of FM since it involves similar VHF properties. In preparation for the session, the Commission issued several technical compilations and studies. These included a summary of tropospheric propagation measurements and development of empirical VHF propagation charts, a study of log-normal distribution for application to tropospheric propagation, East Coast tropospheric and sporadic E field intensity measurements and a study of terrain effects [BROADCASTING, Oct. 25].

This was followed during November with studies of effects of tropospheric interference on FM coverage and TV coverage. Observers indicated the latter study, if made a basis of allocations, would call for drastic reduction in channel availabilities [BROADCASTING, Nov. 22]. All of these reports served as basis for the discussions of the engineering conferences and were supplemented by reports and studies submitted by industry participants.

More than a score of industry

(Continued on page 65)

TELECASTING

A Magazine Within a Magazine

THE TELECASTING* bonnet which heads this page will be used in all future issues to segregate major news and features related to television. In the first three (or four) issues each month, the masthead will appear at this approximate position. Pages immediately following will be devoted to TV.

In the last issue of the month a special TELECASTING insert, with the familiar red cover, will be published—devoted entirely to TV news and features and to the TELECASTING SHOWSHEET, which has received wide and favorable advertiser-agency acceptance since its inauguration two months ago.

Thus, every issue of BROADCASTING-TELECASTING will have basic TV news set apart—a magazine within a magazine. This does not mean that TV news will not appear elsewhere in each issue. As always, news will be displayed on the basis of news value. A TV story that transcends all other news of the week may be the lead of the issue. News too late for the TELECASTING section or insert will be used elsewhere in that issue. AT DEADLINE matter will appear on the late news pages just inside the front and back covers.

The Editors believe that this treatment—departmentalization, but with a degree of editorial flexibility—will make reading of BROADCASTING-TELECASTING easier. Readers' comment, as always, is invited.

*Registered U. S. Patent Office

BLAIR TV INC.

To Represent Video Exclusively

BLAIR TV INC. is being formed under the laws of Delaware as "the first independent company to engage exclusively in the representation of television stations," John Blair of the radio station representative firm announced Monday in Chicago. William H. Weldon, Blair executive in New York who joined the firm shortly after it was founded in 1933, will be president of the new company.

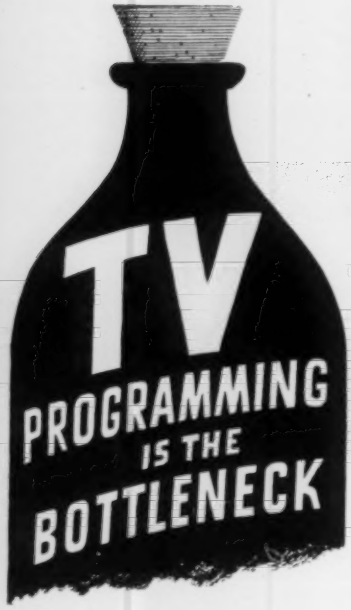
"We have long recognized that sound broadcasting and television are basically competitive media," said Mr. Blair. "We feel a keen responsibility to the AM stations we represent to continue with our present personnel a sound and aggressive sales job with no diversion of interest.

"Similarly, we feel the same keen responsibility to television facilities, to provide them with a national sales staff of their own, which will represent them aggressively, again with no diversion of interest, but with the guidance and supervision of men who have been with our company for many years."

Present at an executive committee meeting in Chicago, when the decision to form the new unit was reached, were Richard D. Buckley, Gale Blocki Jr., and Lindsey H. Spight, of Blair's New York, Chicago, and San Francisco offices, respectively, as well as Mr. Blair and Mr. Weldon. The TV rep company is expected to begin formal operations Jan. 1.

Three of Blair's AM stations already have TV affiliates in operation, a fourth is scheduled to take the air this month, and four others have CPs. On the air are KTSL Los Angeles, Don Lee station which began video experiments 17 years ago; WTVR Richmond, Va.; and KDYL-TV Salt Lake City, which put on store demonstrations in 1939. WDSU-TV in New Orleans will inaugurate service Dec. 18. CPs are held by WOW Omaha; WJAX Jacksonville, Fla.; WBNS Columbus, Ohio; and KGDM Stockton, Calif.

Mr. WELDON



There are no fool-proof, surefire TV program formats.

There are no "reasonable facsimiles" or short cuts borrowed directly from radio or any other medium.

There are no "experts", ready with all the answers.

BUT...

There *is* an imperative need for program producers who can help to advance TV program standards and build viewer interest.

There *is* unlimited opportunity for show-wise, picture-sensitive men and women *trained in television.*

There *is* a place to get such training (if you plan to work in television) or to hire such trained personnel (if you're a TV station operator, or CP holder).

TWIN CITY TELEVISION LAB
(DIVISION OF BECK STUDIOS, INC.)

Completely TV Camera Equipped Ample training space (11,000 sq. ft.) Large studio lab (40 x 60 ft.) TV-experienced staff, headed by E. S. "Bill" Colling, formerly senior TV director, NBC New York.

Training available to veterans under GI Bill. For details write *Twin City Television Lab, Lyceum Theatre, Minneapolis, Minn.* Next sessions start December 27th.

PAUL ADANTI (l), newly-appointed general manager of WHEN (TV) Syracuse, and W. C. Eddy, Television Assoc. head and TV consultant, examine GE transmitter for new Meredith-Syracuse TV Corp. outlet. Station launched two-hour program and test patterns Wednesday on interim basis pending FCC approval of 500-ft. tower. WHEN, operating on Channel 8 (180-186 mc), plans full-scale activity early next year. **(See earlier story page 44).**

WMCT(TV) OPENS

First TV in Tenn. Starts Dec. 11

WMCT (TV) Memphis, the *Commercial Appeal* television station, will go on the air Saturday, Dec. 11. This is the first video station in Tennessee.

Henry W. Slavick, WMCT general manager, has signed contracts with NBC [BROADCASTING, Nov. 22], CBS and DuMont. Station will operate six nights a week from 7 to 10 p.m., with the off night on Thursdays.

Formal opening will begin at 6:30 p.m. Saturday with a film tour of the entire facilities of the station. E. C. Frase, junior chief engineer, will conduct the tour.

Features of the opening night will be a visit from Santa Claus; a variety hour including cooking, games and hillbillies; film on hunting and fishing; the Philco-*Collier's* All-American football selections for 1948; an interview program, *Memphis Mid-South Today and Tomorrow*; a cartoon; newsreel, and an hour and ten-minute mystery theatre called *The Black Doll.*

WMCT studios are located in the historic Goodwyn Institute Bldg. in downtown Memphis. RCA equipment is used throughout, with a 750-foot antenna which is 950 feet above sea level.

WMCT operates on Channel 4 with 13.5 kw visual power, 7.12 kw aural power.

WPIX SHIFT

Pollak Succeeds Marlowe

JAMES S. POLLAK, film manager of WPIX (TV) New York, has been named acting program manager of the station, following the resignation of Harvey Marlowe from that post. Edward Stasheff, director of educational and religious programs, will assist Mr. Pollak.

Mr. Pollak

Mr. Marlowe attributed his resignation to his finding it "impossible to work under conditions imposed upon him and to conflicting views as to what constitutes good programming." He decided to resign in what he felt to be the best interests of the organization, he said. Mr. Marlowe has not announced any specific future plans, but is contemplating the re-establishment of Harvey Marlowe Television Assoc., video program firm he headed before joining WPIX early this year.

SWANK VIDEO

Using Xmas Drive as Test

SWANK INC., New York, has signed its first television contracts.

"The television program," J. C. Bagnall Sr., executive vice president of Swank, said, "is Swank's initial venture into this field, and is being made not only to decide the company's future plans for this medium, but as a definite merchandising effort for the concentrated Christmas selling season."

Contracts have been signed for one-minute film strips with WCBS WPIX WABD WJZ-TV WNBT New York, WCAU-TV WFIL-TV Philadelphia, WBAL-TV Baltimore and WTTG Washington. Approximately 13 spots will be used on each station starting Dec. 2 through Dec. 24.

The spots will feature Swank loop cuff links and the Swank pin klip, each one shown in a stop-motion technique and a demonstration. Dress sets will be featured in the spots just before the holiday. The strips will also be offered to retailers throughout the country free of charge to be used locally by them.

Kudner Agency, New York, handles the Swank Inc. account.

WDSU-TV DEBUT

Buys Telenews-INS Show

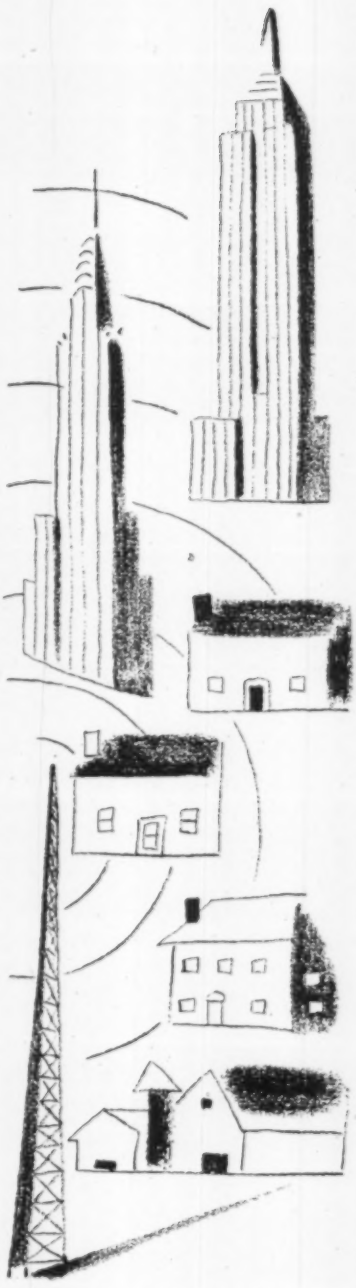
WDSU-TV New Orleans has purchased the complete Telenews-INS newsreel package of daily and weekly video newsreels for its Dec. 18 debut.

Direct negotiations between WDSU-TV and the Fitzgerald Advertising Agency, New Orleans, resulted in assured sponsorship for the complete package almost a month before the station bows.

The Hill Stores, New Orleans retail chain, will sponsor the weekly newsreel, while the daily film sponsorship will be by the Dixie Brewery Co., also New Orleans.

Television stories, on other pages, this issue:

March 1 New ASCAP Deadline for TV Music 26
Sterling Drug to Curtail AM and Try TV 27
All TV-Equipped N. Y. Hotel Rooms Reserved for CBS Clinic 29
Top TV Men Take Part in TBA's Video Clinic 30
New Rates for WBZ-TV Boston, WTMJ-TV Milwaukee 41
NLRB Orders Ballot Count at WFIL-TV Philadelphia 41
KRSC-TV Seattle Goes on Air With Fanfare 44
KPIX (TV) San Francisco Holds TV Demonstration Series 44
WHEN (TV) Syracuse Hopes to Be on Air by Christmas 44
5-Minute TV Packs Called Better Than 1-Minute Spots 44
Operacasting—'Otello' Makes TV History 46
First Monthly 'Videodex' on Chicago TV Habits Issued 54
Film Arts Corp. Adds TV Film Production Section 54
AT&T Time Segments Proposals for Westbound Coaxial 56
Extension of British TV System to Canada Seen 56
Nicholas, Farnsworth President, Also Elected Board Chairman 58
Hubbell Cites TV as Growing Threat to AM and Movies 60
KMBC Seeks High-Band Experimental TV Station 66
Delaware Church Experiments With Use of TV Set 68
TV Ad Impact Terrific, Cooley Tells ATS 75
ABTP, Video Film Package Producer, to Open Coast Offices 86
New TV Production Firm Incorporates 86
TV's Rapid Growth Cited by Cosgrove, AVCO Executive 88



WJZ

offers you ready-made audiences for your sales story with these popular programs of New York's first station

CO-OP PROGRAMS

You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point selectivity.

PIANO PLAYHOUSE 12:30 pm Sunday—Sparkling piano music played by outstanding artists Cy Walter, Stan Freeman, Earl Wild and guest stars. Milton Cross, opera's distinguished commentator, emcees. Now in its fifth year, this brilliant show has a big and steady following.

MY FAVORITE STORY 3:30 pm Sunday — Ronald Colman is host and narrator, as well as star, in these dramatizations of literature's greatest stories, chosen as their favorites by famous folk of Hollywood. Mr. Colman has a supporting cast of outstanding screen and radio stars in this exciting, glamorous show.

BREAKFAST IN HOLLYWOOD 2:00 pm Monday-Friday — Almost 10,000,000 people, an audience built up in seven years on the air, are daily listeners to this fun-fest. Jovial 250-pound Jack McElroy is mc on a half-hour frolic. It's a program that assures your message a warm, friendly reception.

BAUKHAGE TALKING 1:00 pm Monday-Friday —Superb reporting skill, accuracy and listenable delivery have won this distinguished commentator his loyal following. 60 per cent of his sponsors are in their second, third or fourth year—because they've found how well this program sells for them.

PARTICIPATING PROGRAMS

You can link your product with exciting names and glamorous places — yet the cost is surprisingly low. And these popular WJZ shows produce results for you!

LUNCHEON AT THE LATIN QUARTER 1:35 pm Monday-Friday — Maggi McNellis and Herb Sheldon pack 'em in at the Latin Quarter—and they pack a terrific sales punch, too. They have a sincerity that puts your product across to their live and listening audience in a solid, convincing way.

THE FITZGERALDS 8:15 am Monday-Saturday Ed and Pegeen originated a bright and spontaneous style that weaves effective selling messages into interesting conversation. Their audience is not only large and loyal—but, what's most important, listeners go out and buy what the Fitzgeralds recommend!

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ — New York 50,000 watts 770 kc
KECA — Los Angeles 5,000 watts 790 kc
WENR — Chicago 50,000 watts 890 kc
WXYZ — Detroit 5,000 watts 1270 kc
KGO — San Francisco 50,000 watts 810 kc
WMAL — Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company

Radiorama

AT ABC premier of *Otello* (see story, page 46) were (l to r) Gordon Fraser, Mark Woods and Edward Noble, ABC; W. S. Rodgers, Texas Co., and Milton Cross, commentator. Left picture shows George Hicks (center, next to camera) and video camera set-up used during interviews with distinguished guests.

BROCHURE promoting Revere Camera's sponsorship of ABC *Jo Stafford Show* is inspected by (l to r) Bob McKee, ABC sales; E. J. McGookin, Revere; Sam Briskin, Revere; Philip Stewart, Roche, Williams & Cleary, and Walt Holohan, ABC.

RUBINOFF (center) is entertained by Les Biederman (r), Paul Bunyan Network president, during a visit to WTCM Traverse City, Mich. Joining in fun is R. E. Detwiler, WTCM manager.

CHICAGO promotion for Elgin Thanksgiving program is prepared by (l to r) Hal Rorke, J. Walter Thompson; A. M. Douglas, Elgin; Buff Cobb, actress; I. E. Showerman and Paul McCluer, NBC.

EDGAR KOBAK (r), Mutual president, and Nelson Rockefeller, general chairman for 1949 Brotherhood Week, Feb. 20-27, discuss plans for its observance. Mr. Kobak is chairman of the radio committee.

WILLIAM MILLARD (r), BBDO account executive, discusses spot radio campaign techniques with Bill Leonard during the *This Is New York* program on WCBS New York.

» » » » » » » » » » » » » « « « « « « « « « « « « «

INSPECTING transmitters being built for ABC by GE are (l to r) E. H. Vogel, marketing manager, GE; C. A. Priest, manager of GE Transmitter Div.; Mark Woods, ABC president, and P. L. Chamberlain, Transmitter Div. sales manager.

PRESENT when Bekins Van & Storage program, *Hollywood Music Hall*, opened Prudential Insurance Co.'s Los Angeles office were (l to r) H. B. Holt, Bekins executive v.p.; Lucille Norman, program singing star; H. J. Volk, Prudential v.p., and D. W. Thornburgh, CBS v.p.

EDDIE CONDON'S FLOOR SHOW . . . best in barrelhouse, Beale Street and the blues . . . collector's-item-combinations with Dixieland's biggest names—Maxine Sullivan, Jimmy Dorsey, Hot Lips Page, Sidney Bechet, Gene Krupa, Max Kaminsky . . . every Tuesday night at 9:05 . . .

Small Sample!

Hockey, Madison Square Garden . . . Television Chapel . . . Drawing Game with Rube Goldberg . . . Pixie Playtime . . . Comics on Parade . . . Record Rendezvous . . . Inquiring Photographer, Jimmy Jemail . . . U N Carnival . . . Telepix newsreel . . . Eddie Condon's Floor Show . . . Edgar's Teen Age School of Charm . . . Reel and Rifle . . . The Gloria Swanson Hour . . . Wrestling from Ridgewood Grove . . . Korda film, Things to Come, with Raymond Massey, Sir Cedric Hardwicke . . . News on the Hour . . .

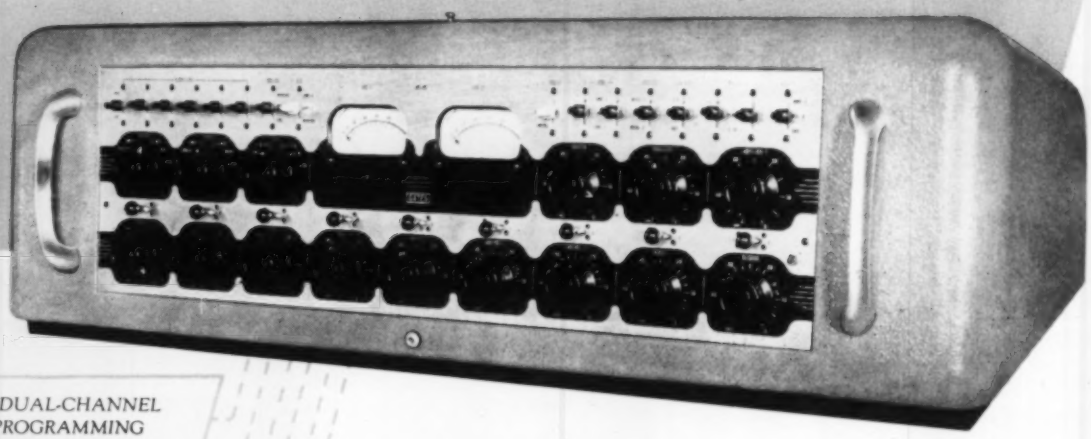
Small sample? . . . sure, but significant! . . . shows the wide range of WPIX remote pickups and studio presentations . . . variety enough to intrigue the interest of any viewer . . . and, not at all incidentally, any advertiser out to make more sales, more conversation among customers, build better business . . . in a new major market well worth the effort now—and from now on!

For full details, cost and rates on WPIX programs currently available for sponsorship or syndication . . . write or phone . . . today! . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

HERE IS "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE



DUAL-CHANNEL PROGRAMMING

PROGRAM AMPLIFIERS INTERCHANGEABLE

CAST ALUMINUM CABINET PROVIDES BEST RF SHIELD

COMPLETE ACCESSIBILITY FOR MAINTENANCE WITHOUT REMOVAL FROM CABINET

TWO VU METERS

INTEGRAL CUEING AMPLIFIER FOR REMOTES, NETWORK, AND TURNTABLES

More features, more convenience, better construction,-- these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Gates Radio Company
Quincy Illinois

IN '49 IT'S THE GATES LINE

WFIL-TV VOTE

NLRB Orders Ballot Count

THE NATIONAL Labor Relations Board last Tuesday directed its Fourth Region director to open and count within ten days the votes of 14 of WFIL-TV Philadelphia's technicians whose ballots had been challenged in a collective bargaining election held June 22.

The election will determine whether all of WFIL-TV's technical employes wish to be represented by the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators.

Ten of the challenged ballots were cast by replacements hired by WFIL-TV after the American Communications Assn. (CIO) called a strike of technicians employed there. All 23 of the technicians then employed by WFIL-TV went out on strike May 1, but five later applied for re-employment at the invitation of the station. The other four challenged ballots were cast by technical employes whose names NLRB found had been erroneously omitted from the eligibility list.

ACA, whose contract with WFIL-TV expired April 15, was not permitted to participate in the June 22 election. NLRB ruled it ineligible because of non-compliance with Section 9 of the National Labor Relations Act, which requires among other things that a union's officers file affidavits stating that they are not Communists.

TRAFFIC FILM

Reel Offered Stations

"LIFESTREAM of the City," a 20-minute, 16mm film on traffic congestion, its causes and possible methods of elimination, has been shown before numerous civic and fraternal groups and has had more than 15 video bookings, New York's Trolley Coach Consulting Committee has announced.

The film was produced by Raphael Wolff of Hollywood for General Electric Co., Schenectady. Combining live action with animation, and backed by narration, it is available at no cost to video stations through many GE offices, or the Trolley Coach Consulting Committee, 670 Fifth Ave., New York. It has been shown on WCBS-TV New York, WPIX (TV) New York, WATV (TV) Newark, and on 12 other video stations across the country.

Baltimore TV Sets

TELEVISION sets owned in the Baltimore area as of Dec. 1 numbered 30,000, an increase of 4,000 from the Nov. 1 total, according to the Baltimore Television Circulation Committee. Figure was obtained from a survey of distributors in the area. Members of the committee are: Frederick Allman, vice president of WAAM-TV; Harold P. See, director of television, WBAL-TV, and Robert Cochrane, program director of WMAR-TV.

NEW RATES

Effective at WTMJ-TV Jan. 1, WBZ-TV Now

A NEW RATE card, increasing time and facilities charges, was placed in effect Dec. 1 by WBZ-TV Boston. WTMJ-TV Milwaukee also has announced a new rate card effective Jan. 1.

Under WBZ-TV's new card, live studio rates range from $85 for five minutes to $350 for one hour [BROADCASTING, Nov. 29].

All-film telecasts now cost from $250 for one hour to $60 for five minutes. Film or slide announcements are sold for $50 for 20 seconds or one minute.

Rehearsal charges for live studio facilities are $25 for a half hour or any part thereof; for film facilities $15 for the same time.

Those who were WBZ-TV sponsors before Dec. 1 are being protected by old rates until May 13, 1949, provided no lapse in schedule occurs.

Frequency discounts, based on a 12-month period, are: 26 times per year, 7½%; 39 times, 10%; 52, 12½%; 104, 15%; 156, 17½%, and 260, 20%. No discount is given for 25 times a year or less.

WBZ-TV, a basic affiliate of the NBC network, took the air last May 29 and started regular programming June 9. The station operates on Channel 4 (66 to 72 mc) with an effective radiated power of 14.3 kw visual and 7.13 kw aural.

C. Herbert Masse, the Westinghouse station's sales manager, also announced that WBZ-TV is now operating on a seven-day schedule from approximately 6 p.m. to 11 p.m. daily. Within those hours WBZ-TV is currently carrying each week approximately 13½ commercial hours via NBC and four and one-half hours of local commercial programming, not including announcements and chainbreaks, Mr. Masse said.

WTMJ-TV's Rates

New hourly base rate for WTMJ-TV, which operates with 16.1 kw visual and 10.2 kw aural on Channel 3 (60-66 mc), is $300. Base charges for shorter periods are: 40 minutes, $240; 30 minutes, $180; 20 minutes, $150; 15 minutes, $120; ten minutes, $105; five minutes, $75; one minute (live), $60; one minute (slide, film or card), $50; 20 seconds (slide, film or card only), $40.

The base charges are for the following periods: Mon.-Fri., 7-11 p.m., and Sat.-Sun, 12-11 p.m. Three-fourths of the base charges will be in effect Mon.-Fri., 5-7 p.m., beginning Jan. 1. Time for all other periods will be sold at one-half the base charges.

WTMJ-TV announced that the rates include transmitter, studio and film facilities, including necessary set-up time but not rehearsal. Rehearsal time will cost $35 per half hour.

Rates for the use of film studio in conjunction with the program studio or vice versa, when available, will be furnished on request, WTMJ-TV said. The station makes a special charge of $50 for the use of its auditorium studio.

WTMJ-TV offers no cash discount but a commission of 15% to recognized advertising agencies on time service charges only. When 52 consecutive weeks of broadcasting are completed the station will allow a bonus discount of 10% on the lowest net weekly billing for time service only. Programs and announcements cannot be combined for the purpose of a bonus discount, the rate card specifies, and the bonus discount year and contract year must be concurrent.

ATS Classes Grow

REFLECTING the beansprout growth of television, the professional training program of the American Theatre Wing, New York, is expanding its video classes, according to Charles Vance, new director of the program. When the 11th session of the veterans' program begins on Dec. 8, television, which was formerly bracketed with radio, will be an independent division of the series of classes.

Sponsor Unlimited

NOT ONLY is Schuster's Department Store in Milwaukee a pioneer and constant user of both radio and television, but it also has shouted its praises of television to the public through a special eight-page television section of the *Milwaukee Journal*, licensee of WTMJ-TV, which advertises Schuster's items. The section, appearing Thanksgiving Day, contained news material and advertising, all sponsored by Schuster's. News copy was handled by the store's agency, The Cramer-Krasselt Co. of Milwaukee, and advertisements by Schuster's advertising department.

New Video High

C. E. HOOPER Inc. reported last week that on Thanksgiving afternoon 22% of the total New York radio-television audience was tuned to television stations, a new listenership record for video. The special survey, conducted from 4 to 6 p.m., covered the usual random telephone homes and was not based on any distribution of television sets.

The Nunn Stations

Offer the Advertiser the Sales Key To Thousands of Potential Buyers In The Markets They Serve. For Many Years These Stations Have Given Their Listeners Programs They Like.

WCMI
Ashland, Ky.
Huntington, W. Va.
ESTABLISHED 1935

WLAP
Lexington, Ky.
ESTABLISHED 1922

WBIR
Knoxville, Tenn.
ESTABLISHED 1941

WMOB
Mobile, Ala.
ESTABLISHED 1939

They **KFDA** Sell
Amarillo, Tex.
ESTABLISHED 1939

NOTE: WCMI, WLAP, WBIR and KFDA, are represented by the John E. Pearson Co. WMOB is Represented by the Branham Co. Ask them for the facts.

THE NUNN STATIONS ARE OWNED AND OPERATED BY GILMORE N. NUNN & J. LINDSAY NUNN

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM
Fort Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV

-Eye Radio"

SALES-MINDED RADIO

ASK your Sales Manager (or any client's Sales Manager) "how things are going" and you'll probably find that there are (1) some markets where everything is perfect, (2) some on which he is dubious, and (3) some about which he is frankly worried.

If he had extra sales-personnel available, he would undoubtedly *spot* it, with greatest care, in those markets where the greatest sales effort is most urgently needed.

Why isn't it possible to do the same with radio? *It is.* That kind of radio is called "national *spot.*" It is *sales-minded* radio, the kind in which Free & Peters has specialized since 1932. If you'd like to discuss national spot for any of the markets listed at the left, you'll find that we are sales-minded, too—*for your sales.*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

FACTS ABOUT THE UTAH MARKET

How You Going to Reach That $95,000,000 DOWN ON THE FARM?

Utah is not primarily a farm state, but you can't ignore $95,000,000. And that was approximately the net income of Utah farmers last year. This year will top that. It's a market worth cultivating.

Are you getting your "seeds" into this productive sales soil? A lot of market-wise advertisers are—with rural appeal programs over KDYL—Utah's *popular* station. And they're not forgetting the city market that's so easy to reach on KDYL, and also on television over KDYL-W6XIS. Ask for details.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

5-MINUTE TV PACKS

Called Better Buy Than 1-Minute Spot

PROPERLY tailored five-minute television packages yield bigger returns per dollar spent than one-minute video spots, according to William D'Arcy Cayton, president of Cayton Inc., New York advertising agency.

Calling the five-minute show "a terrific buy," he pointed out that such a time purchase can also be used as a substitute for spots, availabilities for which are scarce on networks.

He claims great success for his own agency's two five-minute network productions for E. L. Cournand Co., creator of the Walco Tele-vue-lens.

These shows each have the same title *Greatest Fights of the Century*. One features outstanding ring battles and is telecast over the NBC-TV network. The other features battles between animals and is seen over CBS-TV. Since start of the shows, Walco sales have mounted several times, said Mr. Cayton.

Planning Needs

Although the programs are produced on a relatively low budget—approximately $350 each for films, editing and narration costs—the same degree of agency planning goes into their production as for a 15-minute show, according to Mr. Cayton.

"From the standpoint of budget," he said, "this type of complete show, package and time, costs somewhat less than two one-minute announcements. Actual cost of five-minute network time is only about 10% more than the one-minute spot. This makes them a terrific buy from both a selling and merchandising viewpoint.

"Moreover there are few, if any, one-minute spots available. And, while 20-second station break commercials are useful for 'reminder' advertising, they don't allow enough time in which to do the educational, demonstration, and hard-selling job necessary to create sales for the Walco Tele-vue-lens, or any other appliance."

KRSC-TV

Goes on Air With Fanfare

KRSC-TV went on the air Thanksgiving Day, "bringing television to Seattle," with the biggest fanfare the Puget Sound city had seen and heard in a long while.

Saturation of AM radio listeners with spot announcements began weeks ahead. Demonstration telecasts were put on for the Chamber of Commerce, the Advertising and Sales Club and other Seattle businessmen's organizations.

As the big day approached, both Seattle dailies ran increasing quantities of news copy, especially the *Seattle Post-Intelligencer*, morning Hearst paper which recently announced a "mutual assistance pact" with KRSC [BROADCASTING, Nov. 15].

On Nov. 24, both the *Post-Intelligencer* and the *Seattle Times*, the afternoon paper, ran special "Television Sections," containing pages of ads by department stores, music stores and other set dealers, as well as related industries. The special sections also included news, features and editorial copy.

The first telecast, Nov. 25, was a football game between West Seattle High School and the Wenatchee Panthers.

WHEN PROGRESS

Goal Is Christmas Start

CONSTRUCTION work on WHEN (TV) Syracuse is progressing faster than had been expected and the station now hopes to begin regular programming by Christmas. Announcement was made last week by E. T. Meredith, general manager of Meredith Publishing Co., whose subsidiary, Meredith Syracuse Television Corp., is WHEN permittee [BROADCASTING, Nov. 29].

Cloud Wampler, president of Carrier Corp., has been elected to the television firm's board of directors. Other directors are: Mr. Meredith, Fred Bohen, president of Meredith Publishing, and Frank Furbush and Payson Hall, also of the publishing firm.

Paul Adanti, formerly supervisor of technical operations at WRGB (TV) Schenectady, has joined WHEN as general manager. William Bell, previously with Meredith Publishing, has been named WHEN's commercial manager.

Station will be on Channel 8 (180-186 mc).

KPIX PREVIEW

Video Demonstration Held

IN ANTICIPATION of its expected mid-December opening date, KPIX (TV) San Francisco has been holding a series of television demonstrations for dealers and the general public. The most widely seen preview took place at Macy's department store in cooperation with RCA. Each day two, hour-long programs were telecast via coaxial cable to receivers on all floors of the store.

Leo J. Meyberg Co., RCA distributor, and the station conducted a two-night preview of video for dealers of northern California. Farnsworth - Capehart dealers viewed a special demonstration during a banquet at the Hotel Mark Hopkins, site of the KPIX studios. J. N. Ceazan Co., local distributor, provided the receivers.

You're FIRST in the Biggest City in the Biggest State... When You Pick KPRC!

Houston is *more* than just the biggest city in the biggest state. Within its hundreds of square miles of environs lies the world's number one market for oil, and the South's FIRST market for farm products, cattle, and chemicals. Houston is also the third largest port in the United States.

If you're aiming your product at the vast gulf coast market that centers on Houston, remember that KPRC delivers the most listeners . . . sales . . . results! Hooper ratings put us FIRST in this better-than-a-billion dollar market. So does BMB!

Take up the slack in your client's dollar by putting his message where it will sell *more* listeners in this fabulously wealthy market. Pick KPRC. Call Petry and we'll oblige with availabilities immediately.

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

National Representatives: Edward Petry & Company, Affiliated with NBC and TQN • Jack Harris, Manager

OPERACASTING

'Otello' Makes TV History

By BRUCE ROBERTSON

See pictures, page 38; editorial, page 50

TELEVISION history was made last Monday when ABC, with the cooperation of the Texas Co. and the Metropolitan Opera Assn., successfully brought off television's most ambitious experiment—a full length telecast of Verdi's "Otello" direct from the stage of the Metropolitan Opera House in New York.

To this televiewer, at least, the experiment proved opera to be good television entertainment. A program that can hold an audience for well over three hours doesn't have to argue about its acceptability.

The close-up camera work probably should get most credit for the sustained view interest. The long-range, full, stage views, dramatic as they are to the audience in the auditorium, lose all their impact and most of their meaning when reduced to the confines of a home-viewing screen.

When the telescopic lens apparently brings the singers to within five feet of the viewing screen the home audience has the advantage over that in the theatre.

Fourth Act High Spot

Because of this close-up technique, televiewers found the fourth and final act of the opera the high spot of the performance. Beginning with Desdemona's haunting "Willow Song" and continuing through her murder and Otello's suicide, the close and medium shots made this act memorable viewing for even the most critical opera addict.

The effect was particularly striking in contrast to the preceding act, seen largely in full stage scope, and so less impressive to the home viewer.

What the television audience did not know, however, was that the continued long shot of the third act was dictated not by the TV director but by stern necessity and that it was only by good fortune that they saw anything at all.

In its insistence that the first-night ticket-holders not be disturbed by the telecast, the opera management refused to allow ABC to use its mechanical cooling devices with their low humming sound.

When the temperature in the control room passed 130 degrees, well above the critical point for a TV tube, the dry ice packings were not sufficient and three of the cameras blacked out, leaving only one in operation for the remainder of the act.

This was only one of the technical difficulties besetting the ABC video crew. Arrangements for the telecast were completed only at the last minute, too late for any camera rehearsal, so that the actual broadcast went on cold.

The locations of the four cameras covering the opera itself—in the AM booth on the second tier of boxes, in the standing room at the right-hand side of the house looking toward the stage, at the back in the center and in the mezzanine at the left almost at the proscenium arch—were determined not because those were best for the television pickups but because they would not interfere with the view of any patron in the house.

No dollying was possible but the close-ups were created by adroit use of telescopic lenses.

The cameramen could hear through their head-phones the directions of Burke Crotty, executive producer of ABC television, who personally directed the telecast, but they could not talk back to him because of another noise-prevention ruling of the opera management.

Plans Go Awry

The camera chain in the entrance lobby went dead just as the telecast began, killing the planned views of and interviews with celebrities as they entered.

Other difficulties prevented the use of Sherry's Lounge for between-the-act interviews, necessitating shifts to the smoking room and to backstage, where frequent passage of scenery shifters between the interviews and the camera caused far more annoyance to interviewer, interviewee and viewer alike than the added realism was worth.

In coping with these and other unscheduled hazards the ABC operators almost forgot to be thankful in their success at surmounting what had appeared in advance to be their major problem—bringing to the home audience the opening storm scene of "Otello" from an almost completely darkened stage.

The solution—50 kw of infra-red "black lights" installed in the footlights and suspended overhead—provided a clear view for the home audience without altering the scene for those in the auditorium. In the early scenes this infra-red lighting blended unhappily with the makeup worn by Licia Albanese, singing the role of Desdemona, but the conflict, which did not affect the male singers, was eliminated before the final scenes of the opera.

As an experiment, and every speaker for network, sponsor or the opera stressed the event's experimental nature, the telecast was an indisputable success.

The excitement of "being on television" permeated singers, executives and visiting notables alike, almost erasing the traditional excitement of opening night at the Met.

Practically every interviewee

(Continued on page 60)

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

SIOUX FALLS MARKET CHECK CHART

	KELO	OTHER
WHICH STATION CARRIES MOST LOCAL ADVERTISING?	✓	
WHICH STATION LEADS IN FARM SERVICE?	✓	
WHICH STATION OFFERS MOST COMPLETE MERCHANDISING?	✓	
WHICH STATION LEADS IN POPULARITY? *	✓	
WHICH STATION SELLS THIS $233 MILLION MARKET?	✓	

*MOST RECENT SURVEY SHOWS OVERWHELMING PREFERENCE FOR KELO OVER ALL OTHER STATIONS

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? . . . and what is it going to do when it gets there?

Radio waves travel indiscriminately in all directions. So do a lot of sponsors' sales stories. In advertising this means waste circulation, a very expensive luxury.

If *your* aim is to reach exactly the *people* you want in exactly the *markets* you want . . . if you appreciate being able to concentrate your sales effort in one area and go easy in another . . . if the flexibility of short-term contracts appeals to you . . . if you like to select your own program times regardless of zone differentials . . . if you want to make every advertising penny count (and who doesn't!) . . . then — the place for a large share of your advertising budget is National Spot Radio . . . and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

HERE IS THE LATEST WCKY STORY

CINCINNATI'S TOP PROGRAM TO REACH THE WOMAN'S AUDIENCE

THE WCKY "MAKEBELIEVE BALLROOM"

BILL DAWES, M. C.

10.05 to 12 Noon

3.05 to 5.00 PM

Monday thru Saturday

AUDIENCE APPEAL plus RATINGS mean SALES!

RATINGS AS HIGH AS 7.0*

The "Makebelieve Ballroom," for the 96 quarter-hours it is on the air each week, has an average rating of 5.7 for all quarter-hours.

INVEST YOUR AD DOLLAR WCKY'S-LY

LOOK AT THE RECORD of the "MAKEBELIEVE BALLROOM"

RATINGS HIGHER THAN NETWORK COMPETITION*

The "Makebelieve Ballroom" consistently beats its network competition with higher ratings in Cincinnati than such network shows as Hilltop House, Galen Drake, Second Honeymoon, Rosemary, Lora Laughton, Ted Malone, Grand Slam, and David Harum.

HERE'S A SHOW TO SELL YOUR PRODUCTS TO CINCINNATI HOUSEWIVES

Look at some of the advertisers now selling their products on the "Makebelieve Ballroom":

PURITY BAKERIES
CHURNGOLD MARGARINE
METRO-GOLDWYN-MAYER PICTURES
TINTEX
CHEF BOY-AR-DEE SPAGHETTI
CONTINENTAL BAKING CO.
4 WAY COLD TABLETS
WELCH CANDY CO.
COLGATE DENTAL CREAM
AJAX CLEANER
GUARD'S COLD TABLETS
ROMAN CLEANSER
STILLE & DUHLMEIER FURNITURE
K-WOOD FARMS
ED BRENDAMOUR, TOYS

Call Tom Welstead, collect, in New York, Eldorado 5-1127 or Charles H. "TOP" Topmiller in Cincinnati, Cherry 6565 for further details.

(—Pulse, Sept.-Oct. 1948)*

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Otello-cast

TELEVISION passed its toughest test with high honors last Monday with the first telecast of a full-length opera direct from the stage of New York's Metropolitan Opera House. Adding extra excitement to the normal flurry of a Met first night, ABC's TV cameras took the whole show—audience and stage hands as well as the opera itself—to an estimated half-million viewers in range of stations in New York, Boston, Philadelphia and Baltimore.

Frankly an experiment, the telecast was not perfect. But it was exciting and, surprising to many viewers who had expected boredom to set in early in the evening, good entertainment.

To the average viewer the telecast was a cameraman's triumph, with close-ups and medium shots giving the television audience a better view than that enjoyed by many of the ermine-and-tails set in the opera house.

Burke Crotty, ABC executive television producer, who directed the camera work, however, states that the real credit should go to the engineers. To us there seems more than enough to go around, to everyone concerned, not forgetting the Texas Co.'s contribution in picking up the check.

ABC's video staff merits a special accolade that it not only got a signal on the air but also a genuinely interesting program.

Great (Radio) Life

RADIO LIFE is becoming more complicated.

You hear that on every side. Broadcasters, broadcast advertisers and agencies find it so. The station representative is in a quandary. Theatres are wondering about their future. The FCC is in an allocations turmoil.

The reason: Television.

When an important organization like the Baltimore Sunpapers turns in an AM construction permit for a fulltime operation, so that it can concentrate on TV and FM, folks take notice. When the motion picture companies try to break into radio by sheer force of dollars, there must be powerful reasons.

There are 41 TV stations on the air in less than two dozen cities. There are less than 700,000 TV receivers in use. It would seem, then, that TV is merely on the threshold, when you contrast those simple statistics with 3,000 *sound* broadcasting stations on the air and more than 60,000,000 *sound* receivers in use.

TV is moving faster than the present physical capacity of the spectrum can absorb it. There's a freeze on TV allocations. In addition to those stations on the air, another 80-odd hold construction permits, and are not necessarily tied up by the freeze. If all should build there would be a maximum of 125 stations. Others may be held up a year or longer.

The present situation is far different from that which prevailed when AM broadcasting began to take hold in the middle '20's. But that earlier situation is in large measure responsible for conditions today.

When AM was born, most newspapers were disposed to regard it as an upstart. Clear channel facilities blandly were rejected, because licensees didn't want to risk a few thousand for a 5 kw installation.

Then the table model set gave radio the circulation it needed. Newspapers and other scoffers realized that broadcasting was the new bonanza. Station prices skyrocketed. The war effort ensued, and allocations were frozen.

As soon as the freeze was thawed, following V-E Day, the land-rush resumed. FM, apple of the FCC's eye, was given the green light. Literally hundreds of newcomers joined the AM'ers in a race not to miss the boat.

And then TV. At first many looked upon TV as a blue chip operation. Then came the realization that it was potentially the most potent of all media. The new boom started.

You can get opinions galore. TV will end sound broadcasting. TV won't hurt sound broadcasting. TV will reduce radio tune-in and box office. And TV will whet box office appeal and multiply the audience.

The one certain fact is that, where TV is available, the public likes it and wants it. What the public wants it usually gets. So TV, as it grows, will provoke need for readjustments. It will introduce a new standard of living just as surely as did radio in the tempestuous '20's.

Despite the dire forebodings of many, newspapers and magazines didn't go to hell in a hack because of *sound* radio. Nor did the phonograph or phonograph records.

TV is good. It will make sound radio and all of the other media better. It it doesn't, you might as well throw away history books.

AFRA Objects

(See Open Mike, page 76)

AFRA objects to our editorial of a couple of weeks ago in which we criticized that union for overextending on the make-work issue used with such abandon (and with concomitant disastrous legislative results) by older unions.

George Heller, the aggressive national executive secretary of AFRA, answered our editorial with an effusion of his own, which we publish gladly elsewhere in this issue.

He says we are "vituperative and biased."

That shouldn't be surprising, since we felt the condition called for strong medicine.

He says also that we protest whenever labor does anything counter to the wishes of the NAB. It's obvious on that point that Mr. Heller has been doing a job of selective reading.

Mr. Heller makes two points in his rebuttal: (1) There is serious unemployment among radio artists, and (2) AFRA won't stand still while hundreds of stations accept recordings from government agencies which are played *without any cost incurred by the station.*

To which we re-rebut:

(1) Did radio create the purported unemployment among radio artists, any more than radio created alleged unemployment among musicians, when the theatres threw them out of the pits with the introduction of the talkies? And if there's serious unemployment among AFRA members, why does AFRA boost the scales higher and higher?

(2) AFRA talent performed valiantly and willingly during the war and those artists deserve highest praise for their voluntary appearances at home and overseas. The Navy recruiting series, on which AFRA demands full scale in each city in which the Eddie Duchin transcriptions are performed, certainly still falls in the patriotic sphere. Mr. Heller forgets that stations *give* of their time for these government programs; that they still pay their announcers (AFRA members in many instances) and their engineers (mostly union) and their general operating overheads.

The answer appears to be that a union must do things to keep going—demand more and more for less and less. We suggest the way to spread employment is to make it easy for sponsors and stations to hire AFRA members.

If the present trend continues, more and more performers are going to be priced out of more and more radio markets.

Our Respects To —

GEORGE ARTHUR BOLAS

WHEN FOLKS fawn over George Bolas because he quarterbacked Michigan's championship 1933 team, he hastens to remind them he also played in '34 when the "Champions of the West" had their worst season.

Had the unassuming radio-television director of Tatham-Laird, Chicago, liked the limelight, he could have entered professional football. And he certainly could have been a most successful politician. At Chicago's Austin High School he was voted "most popular" and "most athletic" ("they were analogous in my days," he says). But, since his prep days, George Arthur Bolas has plunged toward one goal—a successful advertising career.

At Austin, Mr. Bolas won letters in football, baseball and track. He served as president of his junior and senior classes and of the student council. A $100 surplus, after working his way through Michigan, was the result of such miscellaneous duties as waiter at his Delta Upsilon fraternity house, Ann Arbor correspondent for the *Chicago Daily News*, student director of the National Youth Administration and watchman at a lithograph plant.

Mr. Bolas balanced these odd jobs and a stiff schedule of athletics with service on the student governing board and "a normal amount of social life whenever I was lucky enough to scrape up a few spare dollars."

After graduating from Michigan in 1936, Mr. Bolas met Kenneth Laird, then vice president of Weco Products Co., Chicago (Dr. West's tooth products). On Mr. Laird's advice, he became a salesman to gain experience before invading the agency field. A year on the road for Swift and Co. gave him enough self-confidence to apply at NBC Chicago in 1937 for the job of assistant advertising and sales promotion manager. He won out over 113 other applicants on the strength of a presentation, prepared overnight and offered to a gentleman named Niles Trammell, then NBC's Central Division vice president.

In 1941 he went to the former Blackett-Sample-Hummert agency as assistant radio director, handling such accounts as General Mills, Procter & Gamble, American Home Products, Falstaff Brewing Co. and the Wander Co. To allow him more flexibility in his work, agency officials appointed him assistant account executive on General Mills and American Home Products in 1943. He served as

(Continued on page 52)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

IF FIGURES INTEREST YOU—figures like how many of your listeners have telephones, where they live, what they like and don't like, how much they earn, how much they spend—figures that make it possible for you to key your advertising message to known individuals rather than trying to reach an unknown mass audience, then this is for you.

We want you to be a WOV sponsor with specific knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers, each at a different time of day or night, each the result of a penetrating accurate listener survey.

Get the facts on these 5 AUDITED AUDIENCES. A WOV representative will give you a specific market information that will help you..."TAKE THE GUESS OUT OF BUYING."

Ralph W. Weil, General Manager • The Bolling Co., National Representative

★ WAKE UP NEW YORK *with Max Cole*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Williams*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

A LANG-WORTH "MIKE MYSTERY"

the Midnight Murder

Charles Moore, clad only in pajamas, sat on the edge of his bed, his head bowed in grief. In a choked voice, he told Homicide Lieutenant Evans his story. Through the open connecting door leading to his wife's room, the strangled body of Myra Moore was visible among the tangled blankets on her bed.

"I awoke from a sound sleep," Moore said, "and heard my wife Myra screaming. I didn't hesitate even long enough to turn on a light. With Myra's screams still ringing in my ears, I rushed into the living room, just in time to intercept a man as he came dashing out of her room. I tackled him in the darkness, but he knocked me out and escaped."

Lieutenant Evans shook his head. "Mr. Moore," he said, "you're lying. Two points in what you've just told me prove as much. I'm arresting you on suspicion of murder."

(Solution below)

"Mike Mystery" is a feature of a 15-minute transcribed music and mystery show available 5 times weekly for national, regional or local sponsorship on 600 Lang-Worth affiliated stations. For full information, contact your station or its representative.

LANG-WORTH

feature programs, inc.

113 W 57TH ST. NEW YORK 19, N. Y.

THE SOLUTION

According to Moore's story, his wife was still screaming when he awoke. In the very few seconds required for him to run into the living room and intercept the supposed killer, who was attempting to escape, there was not enough time for murder by strangulation to be carried out after Moore heard his wife screaming. Also, the connecting door between the two bedrooms was wide open. Yet the husband, after having been aroused by his wife's screams coming from her bedroom, rushed into the living room, instead of going directly to her side.

WARNING: "Mike Mysteries" are protected by copyright. Anyone making use of this feature in any manner without permission of Lang-Worth Feature Programs, Inc., is liable to prosecution.

Respects

(Continued from page 50)

client-radio contact man.

In 1944 Mr. Bolas entered the Navy as an ensign. He worked as a destroyer gunnery officer in the Atlantic, and later was transferred to fire control school at San Diego. In a few months Arthur Tatham, head of the naval aviation presentation section, called him to Washington as his assistant. He left the Navy as a lieutenant after two years' service.

He returned to the agency, which meanwhile had become Dancer-Fitzgerald-Sample, as head of the radio time department. Progressing from assistant to account executive on Falstaff, he resigned in 1947 to join Foote, Cone & Belding as account executive on Toni Creme Shampoo and assistant account executive on Toni Home Permanent. In May of this year he joined Art Tatham and Ken Laird, who had formed their own agency in 1946, as supervisor of radio and television activities and account executive.

When General Mills transferred its Kix account to Tatham-Laird in June, Mr. Bolas was named account manager. Kix is advertised on a 15-minute segment of Don McNeill's *Breakfast Club* on ABC, Monday through Friday. Bear Brand Hosiery, Chicago, his second account, and Bendix Home Appliances (washers), also under his supervision, use radio spots nationally.

Mr. Bolas is working with Mr. Tatham and Mr. Laird in broadening and intensifying activity in the radio and video department. Extensive experiments are being conducted in television, for both commercials and programs, and General Mills and Bendix are expected to enter that medium.

No Premature Commitments

"We are definitely sold on television, but we don't want to take it on so early that we commit our clients too far in advance of the payoff time," he said.

A friendly approach in business dealings has paid George Bolas big dividends. Several years ago Elmer Davis was scheduled by all networks to make a five-minute Saturday summary of Presidential activities. Commercials could not be sold with the show, but Mr. Bolas conceived the idea of buying one-minute spots before and after the commentary. He had just completed issuing time contracts to 500 stations when the White House cancelled the broadcasts a few days before the contemplated start because newspapers claimed it would take the edge off Sunday editions.

By explaining to station officials just what had happened, and by offering to pay the short-rate to any station that had suffered inconvenience or loss of revenue as a result of the last-minute cancellation, "we made more friends by a piece of business that never materialized than we ever made with our biggest order," Mr. Bolas recalls.

Only two of the 500 stations involved held the agency to its commitment, and dozens wrote thanking Mr. Bolas for the manner in which the matter was handled. "The cancellation costs, which could have been upwards of $15,000, amounted to only $98," he relates.

Social acumen comes natural to Mr. Bolas, who always trys to "put myself in the other guy's position."

Born in Chicago, Nov. 22, 1913, Mr. Bolas is married to the former Kathryn Govanus of Chicago, "an attractive blond" he first knew in high school politics when she campaigned vigorously against him because, in her opinion, he didn't seem dignified enough for student office. He and Mrs. Bolas celebrated their tenth wedding anniversary Nov. 10. They have two sons, Bruce 8, and Robert 5.

Mr. Bolas drives to his office daily from Skokie, Chicago suburb. Although a member of the Chicago Federated Advertising Club, he belongs to few other business organizations "because of the time involved."

"Something I never miss, though, is the Thursday night Merchandise Mart Bowling League," he notes. Fishing for black bass takes him north at least three weekends yearly, not including summers when he joins his family occasionally at their cottage near Iron River, Mich.

Management

HAL ALTMAN, former manager of KONG Alameda, Calif., has joined KBLF Red Bluff, Calif., as general manager.

JOHN T. MURPHY, member of NBC station relations department, becomes general manager of WLWD (TV) Dayton, Ohio, scheduled to go on air next spring, on Jan. 1.

Mr. Murphy

LYLE WARRICK, commercial manager of WSUA Bloomington, Ind., has been appointed assistant manager and promotion director of station.

CARROLL GARDNER has joined WLEX Lexington, Ky., as station manager. He was formerly associated with WAPI Birmingham and WABB Mobile.

THEODORE GRANIK, Washington lawyer and conductor of MBS *American Forum of the Air*, has announced the removal of his law offices in New York from 39 Broadway to 63 Wall St., in association with the law firm of Garey & Garey.

RAY L. MOSS has been appointed manager of WSSV Petersburg, Va. He was formerly assistant manager.

SYD KENNEDY has been appointed manager of CBH Halifax. He has been a senior producer with CBC at Halifax.

ROBERT R. FEAGIN, general manager of WPDQ Jacksonville, Fla., is the father of a girl, Susan Mallory.

FRANK NOYES

'Star' Chairman Dies

FRANK BRETT NOYES, 85, chairman of the board of the *Washington Evening Star*, which owns WMAL WMAL-FM and WMAL-TV, died Dec. 1 at his home in Washington following an illness of several months.

Mr. Noyes, along with Melville E. Stone and Victor Lawson of the *Chicago Record Herald*, founded the Associated Press in 1893. Mr. Noyes was named president of AP in 1900, holding this post until he retired in 1938. He was recalled in 1943 as honorary president.

A native of Washington, D. C., Mr. Noyes was manager of the *Star* from 1881 to 1901. For the next seven years he was editor of the *Chicago Record Herald*, but returned to the *Star* in 1910 as president. He held this position continuously until shortly before his last illness.

Mr. Noyes is survived by six grandchildren and five great-grandchildren.

EDWIN KOHN

Manager of WMID Dies

EDWIN E. KOHN, 71, general manager of WMID Atlantic City, died at his home Nov. 24 after an illness of three months. He had been in radio more than 25 years.

First associated with WPG Atlantic City, Mr. Kohn joined WFPG same city when WPG closed. In October 1947 he moved to WMID as general manager.

He is survived by his wife Jane E. Kohn, a son George H. and a daughter Mrs. Edith Hamme.

MARKET STUDY

N. Y. Conference Subject

A CONFERENCE on "The Future of Market Research" will be held tonight (Dec. 6) in the auditorium of the School of Business and Civic Administration of New York's City College. Joint sponsors are Advertising Federation of America, National Assn. of Manufacturers and the New York chapters of American Marketing Assn., American Statistical Assn. and Society for the Advancement of Management.

Richard H. Moulton, director of market research, General Foods Corp., Wroe Alderson, president AMA, and Lester R. Frankel, statistician, Dun & Bradstreet, will discuss market research from the viewpoints of the user, researcher and technician, respectively. A discussion period will follow.

GLAD HALL JONES, KRKD Los Angeles account executive, was one of 15 Southern California women to be awarded a "Woman's Voice" award certificate in recognition of outstanding service to community during past year. Award was given by Jeanne Gray of KMPC Hollywood's *Woman's Voice* and her sponsor, Rexall Drug Co., Los Angeles.

F. S. Powell, of WIP, at the RD100 Program Dispatching unit (center panel) presets program connections to Western Electric 10 kw FM transmitter in background and to the 5 kw AM transmitter and Mutual Network.

The Western Electric RD100 *simplifies program switching for WIP*

Chief Engineer Cliff Harris of WIP says:

"Our Program Dispatching System was put into operation just before the political conventions last June. There was not a single hitch. Aided by the most complete and accurate installation data I ever saw, we simply put the equipment in and it worked perfectly. It gave us the needed solid support during one of the busiest periods in our history."

Distributed by GRAYBAR — OFFICES IN 100 PRINCIPAL CITIES

At WIP, Philadelphia, the Western Electric RD100 Program Dispatching System has provided an ideal solution to the ever-present problem of program switching.

By simply pushing one button, the operator simultaneously switches preset program connections between the seven studio program sources and the three output trunks to the AM transmitter, FM transmitter and Mutual Network. Circuit connections are preset at leisure in advance of station breaks.

Equipment is complete in WIP's unit for three additional inputs and three additional outputs whenever needed—a total of ten input and six output channels, which can be connected in any combination.

For further information on the RD100 Program Dispatching System, call your Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

Western Electric
—QUALITY COUNTS—

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Commercial

BAILY AXTON has been appointed national sales manager of WREN Topeka, Kan.

H. MORTON THORP Jr. has joined KOA Denver, as an account executive. He was formerly with International Trust Co. of Denver.

Mr. Thorp

R. J. CAMPBELL has resigned as sales manager of WTRF and WTRF-FM Bellaire, Ohio. He has announced no future plans. His duties have been assumed by ROBERT W. FERGUSON, station manager.

HENRY T. HEDE, ABC purchasing agent, is now director of office and studio services, replacing D. B. Van HOUTEN, resigned.

HARVEY GLASCOCK has joined sales staff of WINX Washington. He was formerly with WEAM Arlington, Va.

JOHN E. FLATLEY and JAMES F. BROWN have joined sales staff of WBKB (TV) Chicago.

WDAR Savannah, Ga., has appointed Adam J. Young Jr., Inc., New York, as national representative.

'VIDEODEX'

Chicago TV Habits

MOTHERS "respect" the television industry because "their children profit from educational films," and parents agree that children's programs should begin earlier in the evening. This information was revealed in the first monthly Videodex issued by Chicago's Jay & Graham Research Organization to its subscribers: CBS, J. Walter Thompson Co., Foote, Cone & Belding and Roche, Williams & Cleary, all Chicago.

Although most of the response was tabbed for subscriber consumption only, Allen Jay and Edward Graham revealed that televiewers report (1) one Chicago channel blurs when another is on the air, (2) "Russ Davis (WBKB) is the most popular TV descriptive announcer" and (3) "the one AM program they regret missing most because of TV being broadcast at the same time is the *Lux Radio Theatre*."

Response was calculated after analysis of diaries kept in 450 video homes throughout the Chicago area. Net weekly share of audience of the four Chicago stations shows: WBKB 36.7, WGN-TV 29.0, WENR-TV 24.0, WNBQ 10.3. (Last figure influenced by fact that the station is still operating on an experimental basis.)

WNJR presents

THE JOHNNY CLARKE SHOW

9:05 A.M. to 12:00 Noon Monday through Saturday

This outstanding selling team of Johnny Clarke and WNJR will carry your message to a million North Jersey homes . . . one of the richest markets in the country.

Represented by AVERY-KNODEL, Inc.
New York • Atlanta • San Francisco
Chicago Los Angeles

the radio station of the
Newark News
Newark 2, N. J.

BREWERY'S SUCCESS

Radio Credited for Million-Dollar Sales

A SPORTS SHOW localized for home town consumption has been a big factor in a small brewer's million-dollar sales this year. The Cold Spring Brewing Co., Cold Spring, Minn., uses radio as its only medium other than point of sale.

The company, headed by Myron C. Johnson, who took it over six years ago at the age of 29, has a Mon.-Sat. program, *Cold Spring Sports Review*, over KFAM St. Cloud, Minn. Pointing out that the brewing company had increased its business more than 700% in the six-year span, Mr. Johnson said: "Radio has played a very important part in selling our product in the home market."

St. Cloud (pop. 35,000) is the hub of the Cold Spring distribution and *Cold Spring Sports Review* features a personality well known in the community, Frank Farrington. Mr. Farrington, sports announcer and sports editor of the *St. Cloud Times*, has a homey voice that tells people about local athletes and what they are doing in various sports. His theme is names and personal interviews. Often more than 20 local athletes get mention. There are three commercials during the 15-minute show.

In addition to its six-weekly program, Cold Spring uses special broadcasts periodically. Planning to extend its market, it is now working out a show similar to *Cold Spring Sports Review* with KWLM Willmar, Minn. A Willmar sports announcer is being trained to follow Mr. Farrington's technique.

$20 MILLION

Urged for America Drive

URGING that the Advertising Council budget a minimum $20 million for four years in its campaign to sell America to Americans, John Orr Young, New York public relations agency head, last Tuesday addressed an American Marketing Assn. luncheon at New York's Sheraton Hotel.

Mr. Young, who, before heading his own firm was co-founder of Young & Rubicam, singled out the present council campaign as "one of the most potent events which has happened in advertising."

"A few hundred thousand dollars worth of advertising per year for a year or two cannot do the educational job needed," Mr. Young said. "Communism, cynicism, smugness and indifference are big rocks in the road. It will take a behemoth bulldozer to move them," he went on.

Pointing out that American advertisers should spend as much on selling our economic system to the country's citizens as it spends on the advertising of "such frivolities as whisky, gin, beer, cigarettes, lip sticks and such," Mr. Young estimated expenditures for advertising such products run about $118 million yearly.

COLORADO NET

Programming Is Started

NEW state network in Colorado was slated to begin regular programming (daily except Saturday) yesterday. Named for the state flower, it is called the Columbine Network and its programming hours are 1:15-4 p.m.

Mr. Meyer

Present members include KMYR Denver, KCOL Fort Collins, KBOL Boulder, KYOU Greeley and KRDO Colorado Springs. KCSJ Pueblo and KEXO Grand Junction plan to join as soon as network lines become available.

Network's headquarters, including studios and production facilities, are at 1626 Stout St., Denver. General manager is Albert G. Meyer, a western radio executive long prominent in NAB affairs. Joseph C. McGrane, formerly of KOB Albuquerque, is program director.

Ben Bezoff, a partner in Ben Bezoff & Co., Denver advertising agency, has resigned to become Columbine's commercial manager.

The network has been operating for the past 18 months on a temporary basis as a special events and sports chain. After telephone lines for permanent networking became available the participating stations decided on regular programming.

General Manager Meyer said last week that Columbine's national representative will be announced soon.

TV FILMS

Film Arts Corp. Expands

FILM ARTS Corp., Milwaukee, has added a new section, to be devoted to television film production exclusively, according to A. K. Hadley, president of the film production organization.

With addition of new studios, the firm is now equipped to produce slide films and theatre shorts in addition to video motion pictures. All equipment is available at the plant for laboratory processing of film, sound recording and transcription work in addition to art and film printing.

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

BRITISH TV

Extension to Canada Seen

USE OF BRITISH television in Canada and subsequently in other parts of the British commonwealth, as well as in other countries, is predicted in a recent issue of *The Recorder*. The weekly publication, which calls itself the "first world newspaper," is edited in London and printed simultaneously in Europe, America, Africa and Australasia.

The prediction was made as a part of *The Recorder's* comments on negotiations Sir Ernest Fisk, managing director of Electrical and Musical Industries, has been conducting with Canadian officials at Ottawa. Electrical and Musical Industries, which controls the Marconi Wireless Telegraph Co. and the Marconi-E.M.I. Television Co., supplies transmission equipment for the British Broadcasting Corp.

Declaring that Sir Fisk has had aligned against him Canadian broadcasting interests and American television companies, *The Recorder* says:

"Not only will British technical engineers be employed on producing Canada's new transmitting equipment but the acceptance of British equipment is likely to have a far-reaching effect upon decisions now being discussed in other countries in respect of television. In many of these countries it is believed that not only will British transmission equipment be required but that the British 405-line system itself will be adopted."

ELECTION BY RADIO

Medium's Effect Greatest, Says Summers

"PROBABLY broadcasts on the radio have greater effect on the outcome of a Presidential election than all other factors combined," says Prof. Harrison B. Summers of the Ohio State U. speech department. Mr. Summers was formerly director of public service for the Eastern Div. of NBC and public service manager of ABC.

An analysis of radio's part in the recent campaign is presented by Prof. Summers in an article to appear in the December issue of the *Quarterly Journal of Speech*.

The greater effect of radio during the 1948 election is apparent, writes Prof. Summers, for several reasons:

1. "For the most part, both men advocated identical governmental policies. . . .

2. "Hardly more than two-thirds of the nation's voters are regular readers of a daily newspaper; in any case, at least 75% of the nation's daily newspapers openly advocated the cause of Gov. Dewey.

3. ". . . Combined audiences attending the rallies—or informal talks . . . totalled less than a million voters—and nearly 47 million votes were cast in the election in November."

The microphone technique of the two major candidates also was an important issue in the campaign, the professor holds. Gov. Dewey's radio delivery early in the campaign made a more favorable impression on the radio listeners than Mr. Truman's, he believes.

"But in the final phase of the campaign, the situation was partially, if not completely reversed," Prof. Summers continues. ". . . Between May and October the Truman who was brought to the radio listening public had undergone a tremendous change.

". . . The 'new look' in the Truman radio personality reached its zenith in the broadcast speeches made by the President in October, and probably never before in history has a man in public life made such strides forward in speaking effectiveness in a period of less than six months."

The major strength of President Truman's style at the microphone, Prof. Summers writes, rested in his "informality . . . and a homey, down-to-earth quality that was entirely lacking in the Dewey presentations."

News

JACK ANGELL has been transferred from assistant manager of continuity acceptance department to that of news editor on NBC Central Division's news and special events staff. Mr. Angell is succeeded by HARRY WARD, former assistant sales manager in advertising department of Montgomery Ward & Co., Chicago.

STUART PHELPS has resigned as Don Lee television director of special events to join KTTV (TV) Hollywood as director of sports and special events.

RICHARD CUTTING, former program director of KFAC Hollywood, has joined KCSB San Bernardino, Calif., as newscaster and disc jockey.

SAM BALTER, sportscaster, has been appointed sports announcer for KLAC Hollywood. He replaces FRED HANEY who left to become manager of Hollywood Stars (baseball team).

FRANK HUDSON has joined WMAN Mansfield, Ohio, where he will be in charge of newsroom.

BOB ASBILLE ALLEN has joined news staff of KRNT Des Moines. He was formerly news editor of WJPF Herrin, Ill.

GUY LEBOW will do telecasting of both New York Rangers and New York Rovers ice hockey games from Madison Square Garden on WPIX (TV) New York. Rangers games are sponsored by Schaefer's Beer Sunday nights and Rovers by Sunset Appliance Stores, Sunday afternoons on WPIX.

RED DONLEY, WSTV Steubenville, Ohio, sportscaster, received a plaque from the Quarter Backs' Club, booster organization for the College of Steubenville, for ". . . outstanding service in promoting sports at the College of Steubenville."

WALTER PASCHALL, WSB and WSB-TV Atlanta, news editor, is the father of a girl, Jan Margaret.

ERNIE KOVACS, WTTM Trenton, N. J., announcer, has been appointed station's special events director.

DR. WILLIS F. DUNBAR, director of public affairs of the Fetzer Broadcasting Co., Kalamazoo, Mich., was awarded the Good-Will Medal for 1948 by the Kalamazoo Lodge of B'Nai B'Rith.

OREGON RADIOMEN

KOAC's Morris Gets Post

OREGON STATE Broadcasters Assn. appointed James M. Morris, program manager of KOAC Portland (state-owned station), executive secretary of the organization during its November meeting in Portland.

Mr. Morris

The appointment was made following a report of a special committee, which had studied a proposal to affiliate the association with the Oregon State System of Higher Education. The committee is headed by Lee Jacobs, president of KBKR Baker, KLBM LaGrande and KSRV Ontario. Mr. Jacobs was named by president Frank Loggan, KBND Bend.

CABLE LINK

Time Segments Offered

OFFICIALS of the American Telephone & Telegraph Co. will present suggested allocations of time segments on the westbound coaxial cable link between the East and Midwest television networks at a meeting today (Dec. 6) in New York.

The AT&T fell heir to the knotty allocation problem several weeks ago when broadcasters were unable to agree among themselves as to the distribution of use of the Philadelphia-Cleveland coaxial cable which is scheduled to open Jan. 12.

The telephone company will present its proposed allocations in the form of suggestions, it was understood, but if broadcasters disagree violently over the suggestions, as is anticipated, the AT&T schedule will probably be imposed anyway. Allocations to the taste of all applicants are impossible owing to the numerous conflicts in requests for time.

Until the problem of allocations on the East-Midwest cable arose, telecasters had managed by compromise among themselves to apportion time on the East and on the Midwest AT&T television network facilities.

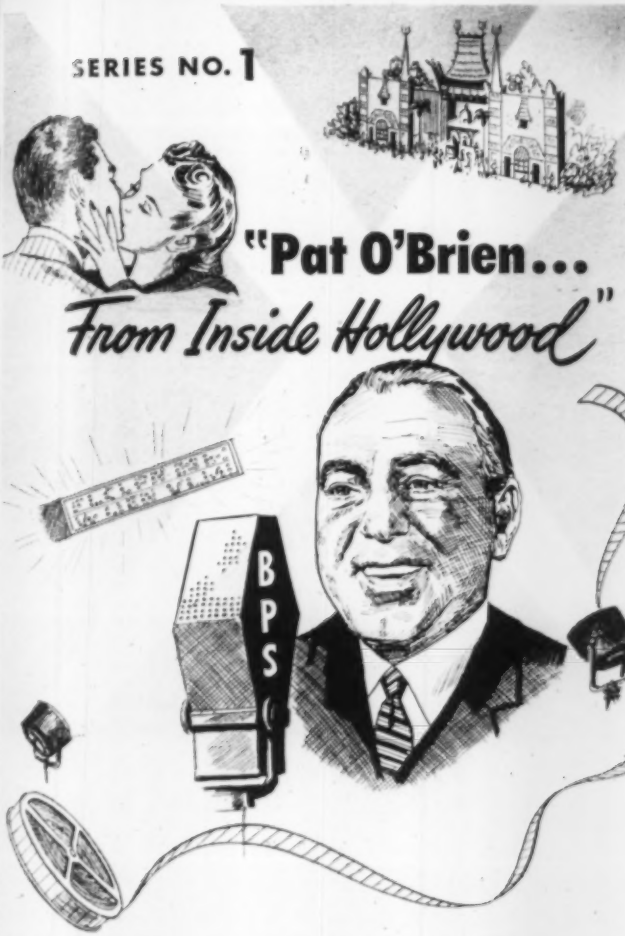
HOME RADIO DIVISION, Westinghouse Electric Corp., Sunbury, Pa., announces production of a new table model television set featuring automatic frequency control of horizontal synchronization. Set is designated Model 196.

PIE'S OUR GUY!

Pie Traynor, baseball's Hall-of-Famer, has been Pittsburgh's top ranking sportscaster for many months. More people listen to Pie because he mans his KQV mike with authority that comes only from experience as a great player and manager. Pie called the National League race 1, 2, 3, predicted exactly how many home runs Ralph Kiner would smack in 1948 and told the inside story of the Pirate's climb as only an expert with genuine diamond savvy could.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

SERIES NO. 1



"Pat O'Brien... From Inside Hollywood"

MONDAY THROUGH FRIDAY, PAT O'BRIEN will give your listeners 5 quarter-hours of sock laughs...deeply moving stories...behind the scenes information...guest stars—that will *immediately* make the series "must" listening. Pat's star friends, such as Bing Crosby, Dana Andrews, etc., are rushing to transcribe spots for you to use to plug the show. Sponsors will rush to grab this sock-sales series.

SERIES NO. 2

"FRONTIER TOWN"

STARRING THE GREAT WESTERN MOTION PICTURE STAR

WILLIAM ("BILL") ELLIOTT

RADIO HAS LONG NEEDED A CLASS WESTERN dramatic action series—not a kid show—but one with the adult appeal of "Lux Radio Theatre."

THIS IS IT! A weekly half-hour that will set your listeners—*and* your advertisers—back on their heels. "Frontier Town" is network quality in every respect... worthy of your finest advertiser!

BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

No. 1	"PAT O'BRIEN...FROM INSIDE HOLLYWOOD"	✓
No. 2	"FRONTIER TOWN"	✓
No. 3	A MYSTERY-ADVENTURE	
No. 4	A SITUATION COMEDY	
No. 5	A MUSICAL-VARIETY	

THAT WE MEAN BUSINESS is indisputably established with our announcement of Series #1 and #2 ..."**PAT O'BRIEN—FROM INSIDE HOLLYWOOD,**" in the hands of subscriber stations starting December 15th; "**FRONTIER TOWN**" reaching them the middle of January latest. *Already* TWO PROGRAMS FOR THE PRICE OF ONE! Series #3 to be announced within 30 days. All a subscribing station *ever* pays for the Syndicate's *entire output* of network-quality shows is a *fixed* weekly fee equal to its national, one-time, Class A, quarter-hour rate. KFDA, Amarillo, for example, has a potential of more than $20,000 *per week* worth of programs like those above—for $40.00 per week! Fabulous (let's face it!) values that easily result when stations get in and pitch—*together!*

The Syndicate invites 267 more stations to subscribe the exclusive for their markets...for fine programs they can price and sell as they see fit.

BROADCASTERS PROGRAM SYNDICATE
(Cooperative Program Syndication Plan)
BRUCE EELLS & ASSOCIATES
2217 Maravilla Drive • Hollywood 28, California • Phone: HOllywood 5869

KFMV
947 MEGACYCLES-CHANNEL 234

Now!

KFMV

THE FM VOICE

of Southern California

It's coverage that counts from Santa Barbara to the Mexican Border.

5 million residents . . . half the population of California.

Longest daily program schedule of any non-duplicating Los Angeles FM Station.

58,000 WATTS
94.7 Megacycles

UNION BROADCASTING CORPORATION
of CALIFORNIA

6540 SUNSET BOULEVARD
HOLLYWOOD, 28

Cliff Gill,
General Manager

Dan Russell,
Program Manager

Allied Arts

BOB O'CALLAGHAN, formerly assistant general counsel with RCA, New York, has formed the law firm of Hirshberg & O'Callaghan in San Antonio, Tex. Mr. Hirshberg has been a member of the San Antonio bar for many years, and has served as general counsel of the Puerto Rico Reconstruction Administration.

K. R. SMITH, pioneer in radio and electrical transcription industries, and former vice president of Muzak Corp., New York, has purchased the manufacturing facilities of World Broadcasting System and formed new transcription company for processing and pressing of transcriptions. New firm will be known as K. R. Smith Co. Offices and plant are located at 619 W. 54th St., New York. Mr. Smith is president and treasurer.

Mr. Smith

WILLIAM L. BARTLETT, formerly with Ward Wheelock Co., Philadelphia, and BBDO, New York, has joined Morse International Inc., New York, as assistant to the Export Group copy chief.

A. E. KESSLER, public relations representative for United States Television Mfg. Corp., New York, has opened his own office at 3 West 61st St., New York.

ADVERTISING ART Production Service has opened offices at 111 West Seventh St., Los Angeles. Heading firm are **WARREN STOLAROFF,** former account executive with Hugo Scheibner Inc., that city, and **HARVEY WALDMAN,** former art director for same agency. Phone is Tucker 6416.

DAVID COOK, former production manager of BBDO, San Francisco, has joined Graphic Arts Engraving Co., same city.

CHARLES H. COOMBS has been appointed New York district manager for Motorola. Formerly with RCA as sales manager in Eastern Division, Mr. Coombs will service New York, Philadelphia and Atlantic City.

JAMES M. TONEY, former general merchandise manager of RCA Victor Distributing Corp., Chicago, has been appointed advertising manager of company's Home Instrument Dept., Camden, N. J.

R. MASVIDAL, export manager for Andrea Radio Corp., Long Island City, N. Y., has been appointed assistant to the general sales manager. He will continue with his duties as export manager.

Equipment

FREED RADIO Corp., New York, manufacturers of Freed-Eisemann radio phonographs and FM receivers, will introduce a line of television sets shortly after Jan. 1. Direct view 12½ and 16 inch video tubes will be used and all models will incorporate AM and FM radio.

SYLVANIA ELECTRIC PRODUCTS, New York, has announced production of an automatic recording spectroradiometer for production control of commercial television tubes. Meter can accurately plot energy output of tube screen throughout the entire visible light spectrum in 48 seconds.

FARNSWORTH

Nicholas, Fortas Elected

E. A. NICHOLAS, president of Farnsworth Television & Radio Corp., was elected chairman of the board last week and Abe Fortas was named a director. Mr. Nicholas will continue as president.

Mr. Nicholas

Mr. Fortas, formerly Under-Secretary of the Interior, is a partner of Arnold, Fortas & Porter, Washington law firm.

Operations for Farnsworth for the first six months of the current fiscal year show a net loss of $724,719, Mr. Nicholas disclosed. The company has approved an underwriting agreement with First Guardian Securities Corp. and other banking houses, he said, for the purpose of selling its authorized and unissued stock.

Other executive changes announced by Mr. Nicholas include the election of Philo T. Farnsworth, a director, as vice president, and Chester W. Wiggins as secretary, and the resignations of J. B. McCargar, Burton A. Howe and Charles B. Buesching. Additional new directors will be elected at a future meeting, Mr. Nicholas said.

SUBSCRIPTION PLAN

Rolf Kaltenborn Drops It

ROLF KALTENBORN has discontinued plans for subscription radio for the time being, at least.

Mr. Kaltenborn revealed Nov. 28 that "certain patent and engineering difficulties, plus the impact of television on radio, have caused me to cancel my plans for the pioneer network of subscription stations for the time being certainly."

Mr. Kaltenborn left Nov. 28 for England, where he will study the effect of America's election on British politics, particularly the Conservative party. Material he gathers on British radio and television will be used in lectures and articles next season.

Dot-Dash Origin

"IT IS not generally known that Millard Fillmore, 13th U. S. President, gave Samuel Morse his earliest and most potent support," according to an item in the *Nebraska Retailer*. "In gratitude, Morse named the two Morse code characters after Millard Fillmore's children—for Dorothy, dot; and for Dashiell, dash."

COURTNAY PITT

Made Philco Finance V.P.

DR. COURTNAY PITT, head of economic research of Philco Corp., has been elected to the newly-created office of vice president-finance, according to William Balderston, president.

Dr. Pitt

Dr. Pitt, who will now be the chief financial officer of Philco, joined the corporation in 1941. He was graduated from Princeton in 1929 and received his Ph.D. in economics from Princeton in 1935. During the following year he was a member of the Princeton faculty. In 1936 he became a partner of Ivy Lee & T. J. Ross, New York, where he specialized in economic matters and edited the economic review of a leading New York Bank.

CBC Conference

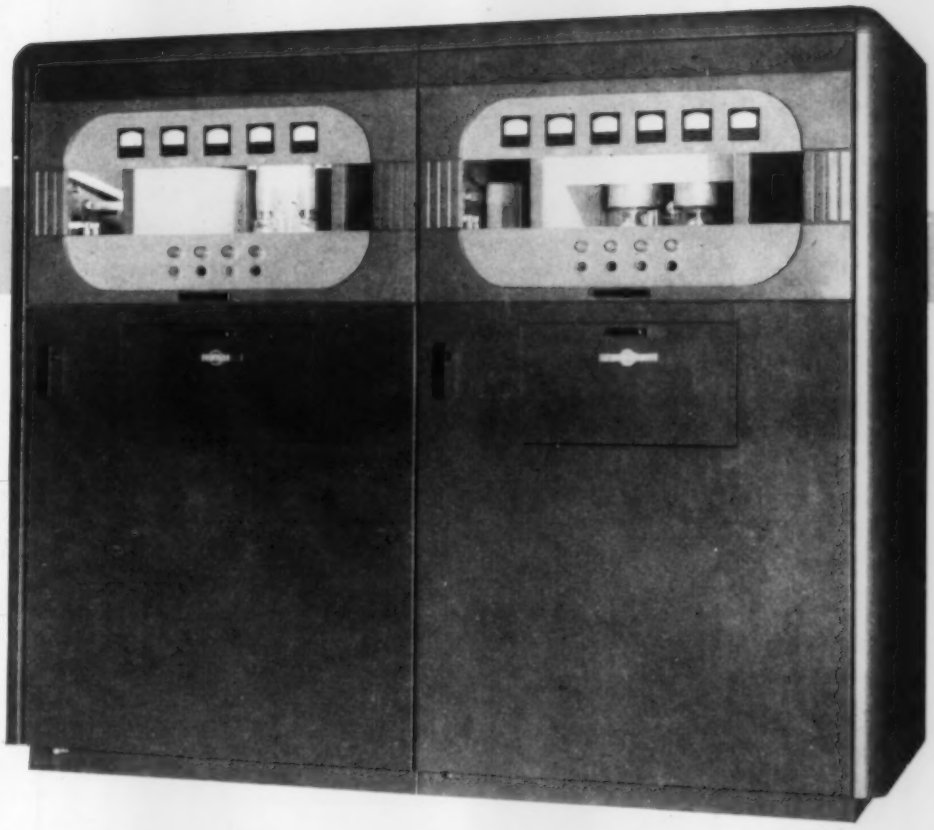
GEORGE R. WILLIAMS, chairman of the board of governors of the Broadcasting Corp. of Newfoundland and William F. Galgay, general manager of the Newfoundland system, have been in conference with officials of Canadian Broadcasting Corp. at Ottawa and Montreal, in regard to CBC's taking over Newfoundland system on March 31 next, when Newfoundland joins Canada as a tenth province.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Here's the real answer!



the NEW Collins 5kw FM transmitter

the right way to radiate 20 to 40 kilowatts of FM power

It's no longer necessary to spend money on a 10 kw FM transmitter in order to put 20 to 40 kw on the air.

You can do it economically with the new Collins 737A 5 kw transmitter and a 4 to 8 bay Collins 37M FM antenna. Consider these savings:

The Collins 737A costs four to five thousand dollars less than a 10 kw FM transmitter of comparable quality, to buy, ship and install.

It requires approximately one-third less floor space, and consumes but half as much line power.

Only 29 tubes are employed in the entire 737A transmitter, composed of only ten different types. Tube maintenance requirements are minimized.

A 4-bay Collins 37M FM antenna, used with the 737A, provides a power gain of 4.1 — enough to overcome normal transmission line loss and radiate up to 20 kilowatts. Any odd or even number of bays up to a total of eight may be added, either originally or at a later date in the field. The eight-bay 37M-8 will provide a gain of 8.3 and radiated powers up to 40 kilowatts.

This is the ideal combination for the FM station licensed to broadcast anywhere within the power range described. Call us in for consultation. Remember Collins, and only Collins, makes a 5 kw FM transmitter.

FOR THE BEST IN FM, IT'S ..

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

ABC RENEWALS

Texas Co., Sterling Sign

RENEWAL contracts covering two ABC programs were signed last week involving the Milton Berle show (Tuesdays, 9-9:30 p.m.) and *Bride and Groom* (Mon.-Fri., 2:30-3 p.m.).

The Texas Co., New York, renewed the Berle show, effective Dec. 22. The 52-week contract was placed through Kudner Agency, New York.

Sterling Drug Co., New York, renewed *Bride and Groom* for another year through Dancer-Fitzgerald-Sample, New York, effective Jan. 3, 1949.

QUADRUPLE THREAT

Fatima's Campaign Has Rathbone in New Series

IF the sound men, engineers and other specialists at CBS want to eat, they'd better keep a wary eye on Basil Rathbone, radio's newest quadruple-threat man who debuts on a new drama series Jan. 8.

The program, as yet untitled, and to be aired Saturdays, 10-10:30 p.m., showcases the actor in four roles. He is featured as dramatic star, narrator and source of script material, which is to be based on his own South Africa-to-Hollywood experiences. In addition, Mr. Rathbone will do the commercials.

Sponsored by Liggett & Meyers Tobacco Co., New York, for Fatima cigarettes, Mr. Rathbone's recorded announcements on behalf of the smokes have already seeped into New York radio homes. Done in sophisticated, "entre-nous" fashion, they have evidently bewitched the buying public into believing that radio's "Sherlock Holmes" has switched to Fatima, forsaking forever his traditional pipe.

The new program is the first nation-wide sponsorship by the cigarette manufacturer for Fatima. Newell-Emmett Co., New York, is the Liggett & Meyers agency.

Mr. Rathbone will be heard from whatever city his current tour with "The Heiress," Broadway play, takes him.

Agencies

(Continued from page 12)

BRIAN MacCABE, executive director of London office, Foote, Cone & Belding, promoted to managing director.

DOUGLAS FOSDICK and **L. NORTON PAYSON** announce opening of new agency, Fosdick, Payson & Co., with offices in Lewiston and Portland, Me. Mr. Fosdick will have charge of Lewiston office at 15 Drummond St.; Mr. Payson, of Portland office at 53 Exchange St.

PAUL F. FOUST joins Langhammer & Assoc., Omaha, Neb., as an associate and account executive.

JOE LEIGHTON, Hollywood publicity director, J. Walter Thompson Co., has adopted a girl.

Here's The Picture In ROCHESTER
The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	41.7	25.7	6.5	3.0	14.3	6.5
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	37.5	32.0	9.3	6.5	9.0	5.4
EVENING 6:00-10:00 P.M. Sunday through Sat.	36.6	31.1	6.9	8.4	13.8	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME—SEPT.-OCT., 1948
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC—ROCHESTER, N.Y.
CBS
Member Gannett Radio Group
5,000 WATTS
National Representatives
J. P. McKINNEY & SON
New York — Chicago
HOMER GRIFFITH CO.
Los Angeles — San Francisco

HUBBELL ON TV

'Threat to Radio-Movies'

TELEVISION stations will replace the majority of all profitable radio stations during the next decade, according to Richard W. Hubbell, New York television consultant.

Speaking at the Prescott, Ariz., community lecture series yesterday, Mr. Hubbell emphasized the growing threat television is becoming to the economic stability of the radio and motion picture industries.

"In 1949," Mr. Hubbell stated, "retail sales of television receivers are expected to surpass the greatest dollar volume ever established in any one year for radio set sales. Two million television receivers will be manufactured next year, and this figure may be increased if the present bottleneck in cathode ray tube manufacture is broken."

Pointing out that it is no secret to the trade that a black market in cathode ray tubes exists that will continue until production can catch up with demand, Mr. Hubbell said that foreign countries are planning large-scale manufacture of the tubes for export to the U. S. to take advantage of the lucrative market.

Fair Trade Guide

AMERICAN Fair Trade Council has published *A Practical Guide to Fair Trade Laws* for persons engaged in fair trade merchandising. Work is designed to meet the needs of those concerned with fair trade in advertising, manufacturing and merchandising fields. It includes salient points of trade acts, a classification of cases interpreting state and federal laws, and a review of economic factors involving price manipulation. Book is available at cost ($2.50 per copy).

Operacasting

(Continued from page 46)

ignored questions about the opera and the singers to talk about television and how wonderful it was that by this new medium the opera could reach into thousands of homes. No fears were expressed that video coverage might affect the opera's box-office receipts. Everyone seemed to feel that television will make thousands of new opera fans, as sound broadcasts of the opera have already done.

Commercial Handling

Making no effort to integrate or even visualize its commercials, such as is done on the Tuesday evening *Texaco Star Theater* video show on NBC, the Texas Co. confined its advertising on the opera telecast to between-the-act oral mentions by Milton Cross, opera announcer for the company's Saturday afternoon opera broadcasts on ABC as well as for this special telecast.

In outlining the action of the opera's next act, Mr. Cross said that the telecast was being presented by the Texas Co., "maker of the internationally famous Sky Chief and Fire Chief gasolines."

If opera telecasts should become a regular event, similar to the Saturday afternoon sound broadcasts on ABC under Texas Co. sponsorship, there are a number of changes that could and should be made. But those are mostly details of camera placement and the like, which should not prove too difficult.

The telecast of last week was planned strictly as a one-time experiment. Its results should now encourage ABC and the opera management—not to mention the sponsor—to make opera telecasts a frequent, if not a regular occurrence.

ABC's Washington outlet, WMAL-TV, did not carry the Texaco opera telecast "because of previous local commitments," but indicated it would offer the film version at an early date. The station, which has a contract with Globe Brewing Co., of Baltimore, for boxing telecasts, aired, instead, matches from Washington's Turner Arena starting at 9 p.m. A WMAL-TV spokesman admitted the station had been deluged with protests.

New 'Ryder' Contract?

STANLEY LANGENDORF, president of the Langendorf United Bakeries of California, sponsor of *Red Ryder* on the Don Lee Network, is currently negotiating with Stephen Slesinger, owner of the package for a new ten-year contract. The Bakeries has sponsored the show continuously for the past eight years. The program is sponsored live on the West Coast network and is recorded by the Louis G. Cowan Inc. office in New York.

Mr. Kletz

(Continued from page 23)

moter, say, than the actual gate at the stadium.

Strengthening of the Tournament of Champions financially puts it into position to compete with the 20th Century Sporting Club and Madison Square Garden. CBS has a contract to telecast events in Madison Square Garden with the exception of boxing, which NBC controls; hockey, owned by WPIX, and professional basketball, which is telecast by ABC.

According to Mr. Kletz, under the Tournament of Champions agreement CBS will have "first refusal" on all television contracts and will not necessarily shut out rival bids to telecast promotions.

Although he did not amplify this statement, Mr. Kletz implied that the revenue from sale of a sports event to an advertiser, plus that from the sale of television rights to motion picture theatres, would far exceed the total take from the in-person audience.

He said that negotiations were already underway with a motion picture theatre chain to show telecasts of Tournament of Champions promotions. Although he did not identify the film company, it was believed to be Paramount whose New York theatre is already equipped for the reception and almost immediate reshowing of telecasts on its large screen.

MCA Function

One of MCA's functions in the new organization is to line up theatrical outlets, it was said.

The former Tournament of Champions, although hitherto deprived by established pugilism interests of staging bouts in Manhattan, has promoted several successful matches in New Jersey cities. Mr. Kletz reported that the new organization was now in negotiations for a Manhattan stadium, which was unnamed, in which to produce future fistic spectacles.

The new organization will not confine its promotions to boxing but intends to enter all sports fields. According to a formal announcement, the Tournament of Champions will "shortly enter the hockey, football and tennis fields."

"It [the company] plans to operate not only in New York and other large cities, but nationally and internationally," the announcement said.

Under the contract MCA, which controls top talent in the entertainment field, will get 10% for any booking operations in connection with Tournament of Champions business. MCA plans an active campaign to dig up new fighters.

"Who knows where we're going?" he repeated. "We only signed the deal yesterday."

Mr. Kletz was asked if the company contemplated the outright purchase of teams—major league baseball teams, for example. His answer was that such developments might happen.

Officers of the new company are Mr. Kletz, president; Mr. Lowman, vice president, and Charles Miller, MCA vice president, treasurer.

The first event to be produced by the new organization is the Sugar Ray Robinson-Steve Belloise bout at the Jersey City Armory Dec. 9. It will be sponsored by P. Ballantine & Sons (beer) through J. Walter Thompson and telecast by the CBS eastern network.

At the conclusion of the questions by reporters, Mr. Kletz, beaming with good will, said he had one of his own to ask.

"You boys have a good lunch?" he inquired. Everybody but one dyspeptic sports writer said yes.

WLRD LAUNCHED

Miami Beach FM Outlet

WLRD (FM) Miami Beach got underway last Wednesday night on Channel 230 (93.9 mc) with a special half-hour broadcast. Civic leaders, as well as managers of other stations in the Miami area, were present.

The new station is the first Florida affiliate of the Continental FM Network [BROADCASTING, Nov. 29], and the dedicatory program included a Continental show on tape. Station uses a 3 kw Western Electric transmitter and 8-bay cloverleaf antenna. It is licensed to Mercantile Broadcasting Co.

Overall investment was approximately $50,000, according to Alan J. Rosenson, principal owner, general manager and chief engineer. Other executive personnel includes: Marshall Simmons, formerly of WIOD Miami, program director; Douglas J. Kamp, previously with television department of Douglas Leigh Inc., New York, commercial manager.

KPIX RATES

AM Clients Get 10% Off

(See story, page 44)

KPIX, television station owned by KSFO San Francisco, and scheduled to go on the air this month as the Bay Area's first video station, announced its rates last week.

Rate card provides for a base advertising rate of $250 for one hour of Class A time (every evening and Saturday and Sunday afternoons). The hourly rate for Class B time (weekday late afternoons) is $187.50, and the hourly charge for Class C time (all other hours) is $125. One-minute of film or slides will cost: For Class A—$37; Class B—$28.50; and Class C—$19.

Advertisers who use KSFO in the amount of 50% or more of the KPIX billing will be allowed a discount of 10% on KPIX time charges.

KPIX is scheduled to be dedicated about the middle of December or shortly thereafter.

The Patroon of the week

GERTRUDE SCANLAN

Radio Account Executive, BBD&O

Now in her 20th year at BBDO, Miss Scanlan is Radio Account Executive in charge of the Wildroot account. Her outstanding performance in radio warrants her being signally honored by election to the Honorary Order of Patroons. Today, the William G. Rambeau rep presented Miss S. with a certificate of membership in the H.O.P. and with the deed to an acre of land in the heart of Patroon country.

The FACT of the week

By actual measurement, WPTR gives equal coverage in all three great markets . . . Albany-Schenectady-Troy.

10KW Night and Day WPTR

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.

NBC-CBS

(Continued from page 23)

tions are lawful" [BROADCASTING, Nov. 29].

Since the issuance of Mr. Trammell's statement, it became known that at least one other top-rating NBC program had advised the network it was seeking a capital gains deal. The advice was believed to have followed an overture to the program from CBS.

Whether NBC intended to bid for the program on a capital gains basis was not known, but informed sources believed it doubtful.

Ramifications of the CBS purchase of stars were numerous. Observers pointed out, as an example, that the network must be protecting its vast investments with insurance policies.

There Is Insurance

In response to questions on this point a high CBS executive refused to comment beyond indirectly admitting that some sort of insurance had been taken out.

The investment of several million dollars in a handful of people, who, unlike real assets, can be stricken with heart attacks or hit by incautious motorists, constitutes a serious risk, it was pointed out.

The only insurance which presumably would offer full protection to the CBS investment would be life policies whose premiums, it was believed, would be exorbitant. Mr. Benny, in his fifties, would not be counted a good risk by most insurance firms and a policy on his life for any amount approaching the money CBS has invested in him would run into fabulous premiums.

Beyond having set Mr. Benny definitely in 7-7:30 p.m. Sundays, the time period he has held for years on NBC, Columbia had not managed by Thursday night to rearrange other Sunday evening shows.

Lever Bros. was adamant in its refusal to budge *Amos 'n' Andy* out of the 7:30-8 p.m. spot, into which the network had hoped to move the Phil Harris-Alice Faye show in case it would acquire it from NBC, and as a result that program was at least temporarily remaining at the old stand, following the Benny period on NBC.

No Shift Trouble

Speculation that Mr. Harris would find it difficult to appear in his usual role on the Benny program at CBS and on his own immediately following on NBC, owing to the need for him to change studios, was dismissed as unduly alarming. The CBS and NBC Hollywood studios are situated only two blocks apart and by slight provision in the Benny script Mr. Harris could leave that program in time to reach his own.

To accommodate the Benny show, the Gene Autry program, sponsored by Wrigley Gum, will be moved to an as yet undisclosed time period. The current CBS Sunday schedule contains *Sam Spade* for Wildroot in the 8-8:30 p.m. period following *Amos 'n' Andy* and a sustainer, *Philip Marlowe*, in the half-hour following that.

Frank Stanton, CBS president, made a flying trip to Hollywood early last week in an effort to induce Justin Dart, president of Rexall Drug, sponsor of the Harris-Faye show, to move it into the 8:30-9 p.m. spot. Results were not disclosed.

Meanwhile, as it faced the definite loss of Mr. Benny, the possible loss of Mr. Bergen and the Harris-Faye show from its Sunday night line-up, NBC was sent into additional shudders last week when Fred Allen, the only comedian who theretofore had been deemed certain of lingering, told a newspaper columnist he thought he would take next year off to rest.

It was recalled that Mr. Allen's announcement of intended retirement was seasonal, and it was thought likely he would change his mind.

Rate Boosts Asked

NEW RATE increases requested by Bell System subsidiaries of the American Telephone & Telegraph Co. will not affect the long lines rates given to the radio industry, it was learned last Thursday. AT&T disclosed its Bell subsidiaries have applications pending for a total of $240 million a year in new rate increases.

CAPITAL GAINS

Congress Eyes Stars' Transactions

WITH CONGRESSIONAL attention fastened on negotiations of radio and movie stars to sell themselves as "businesses," some disappointments may be forthcoming.

It is doubtful that any of the stars involved in the deals consented to a network change without full assurance that they would be protected in some way by the networks should the revenue deals fall through. Consequently CBS—not Uncle Sam—may be asked to serve as fairy-godmother to the stars.

Some quarters maintain there is good reason to believe that when the flood of tax relief appeals passes, only Amos 'n' Andy will be left standing on safe ground.

Sen. Styles Bridges (R-N. H.) has received an official reply to queries he initiated last month with the Internal Revenue office [BROADCASTING, Nov. 15]. The nature of the reply has not yet been divulged.

In a letter to Internal Revenue Commissioner George J. Schoeneman, the legislator raised the question of whether some top-flight performers are paying their full share of income taxes. He demanded an explanation of the bureau's ruling in such cases and the basis for such decisions. It was his intention, he said, to make the information available to Sen. Eugene D. Millikin (R-Col.), chairman of the Senate Finance Committee, which handles tax law revisions.

Internal Revenue officials have disclaimed any general ruling in these matters. Their reply to Sen. Bridges may again set forth this explanation and an announcement that they are studying the matter, according to some observers.

A similar request for information was also initiated by Rep. J. Percy Priest (D-Tenn.), a member of the House Interstate and Foreign Commerce Committee.

Congressman Priest told BROADCASTING last Thursday he had received no reply from the Internal Revenue Bureau. He was confident his reply would outline a general policy on such tax matters and possibly preclude the necessity for legislation.

The legislator was under the impression that Amos 'n' Andy had "made a good case" before Internal Revenue officials. The other cases, he said, were believed to have had considerably less merit in the eyes of the government.

Rep. Carl T. Curtis (R-Neb.) a member of the House Ways and Means Committee, also expressed an interest in negotiations Nov. 26.

"One of my immediate concerns," said Congressman Curtis, "is the unpublished approval given by the Bureau of Internal Revenue to schemes whereby professional entertainers are permitted to classify their personal services as a 'business' and thus pay a capital gains tax of 25% instead of the normal rate of upwards of 80%. An entertainer who can force the sale of his so-called 'business' for $4 million . . . would pay less than one million in taxes and pocket over three million."

Congressman Curtis maintained that "when one professional entertainer avoids payment of $2 million that amount literally will have to be dug out of the pockets of thousands of small taxpayers."

VIDEO PLUG

Kennedy Sells TV on AM

JOHN B. KENNEDY'S *Eye Witness News* series on WFIL Philadelphia is doing an all-out job of promoting television.

Mr. Kennedy devotes a portion of each 15-minute program to telling his listeners of the shows on all local television stations that evening. He also gives away a video set a week for the best letter on "Why I Plan to Buy a Television Set." Daily winners in the contest receive an RCA-Victor album of popular records.

The Kennedy programs are sponsored jointly by Raymond Rosen, RCA-Victor distributor, and the following RCA-Victor dealers: Morgenstern Television Center; Terminal Electrical Appliances; World Store; Pincus Radio; Norman Porreca; ABC Appliance Service Center; L. Dubrow and Sons; Leo's (Camden, N. J.), and Fred Dannenghauer (Merion and Narberth, Pa.). The account is handled by Al Paul Lefton Co., Philadelphia.

FCC NAMES COX

To Budget Officer Post

ROBERT COX, a principal budget examiner of the Budget Bureau, has been named FCC Budget Officer and will assume his new duties next Friday (Dec. 10).

He succeeds David Cooper, acting budget officer, who reportedly is transferring to an FCC assignment in Kansas City for reasons of health.

Mr. Cox has been with the Budget Bureau since July 1940 and formerly was with the New York State Division of the Budget. He is a native of Virginia and a graduate of Syracuse (N. Y.) U.

CKLW-FM Windsor-Detroit started operations last month, with 250 w transmitter on 93.9 mc.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

KRNT
...a leader in the nation—the leader in Des Moines
KRNT 2nd
KRNT 1st
KRNT 4th
KRNT 9th
KRNT 1st
KRNT 3rd
MAY-JUNE 1948
HOOPER TOP 20 STATIONS IN U. S.*
Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index
JUNE-JULY 1948
HOOPER TOP 20 STATIONS IN U. S.*
Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index
JULY-AUGUST 1948
HOOPER TOP 20 STATIONS IN U. S.*
Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index
JULY-AUGUST 1948

THESE AUDIENCE FACTS BECOME MORE IMPORTANT WHEN YOU CONSIDER THE IMMENSE WEALTH OF THE GREAT IOWA MARKET.-

Note: Polk County (Des Moines) RANKS 2nd IN THE NATION in Effective Buying Income Per Family ($6,402).*

Note: Polk County (Des Moines) Ranks 3rd In Quality of Market Index among the nation's Metropolitan Counties (30 above national average of 115).*

Note: Iowa LEADS All Other States In Net Farm Income (7.47% of total).*

*These Hooper features published in "Broadcasting" magazine.

Facts speak for themselves . . . These will tell you to call a Katz man for more details about—

That Very highly Hooperated, Sales Results Premeditated, ABC affiliated Station in Des Moines!

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

★ From data appearing in May 10, 1948 issue of "SALES MANAGEMENT" Survey of Buying Power

See why Leaders in
TELEVISION
choose
MYCALEX 410
insulation
MYCALEX
MCA 410
PHILCO
uses these
MYCALEX 410
molded parts
in its
TELEVISION
TUNER
In television seeing is believing . . . and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.
Stability in a television circuit is an absolute essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.
Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation... exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.
Specify MYCALEX 410 for:
1. Low dielectric loss
2. High dielectric strength
3. High arc resistance
4. Stability over wide humidity and temperature changes
5. Resistance to high temperatures
6. Mechanical precision
7. Mechanical strength
8. Metal inserts molded in place
9. Minimum service expense
10. Cooperation of MYCALEX engineering staff
SINCE 1919
MYCALEX
THE INSULATOR
TRADE MARK REG. U. S. PAT. OFF.
MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"
Plant and General Offices, CLIFTON, N. J.
Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Engineering Conferences

(Continued from page 35)

representatives took part in the proceeding in addition to a number of FCC engineering and legal staff members.

The following were named to the committee which will formulate specific solutions for the technical disputes: Dr. Frank Kear, engineering consultant for ABC; Stuart L. Bailey, consulting engineer, who will name a member of his firm to participate; Paul A. deMars, consulting engineer; Raymond M. Wilmotte, consulting engineer; Dr. Kenneth A. Norton, Bureau of Standard; Thomas J. Carroll, Bureau of Standards. Others may be added. Mr. Allen is expected to act as chairman.

The committee's conclusions may be considered in another session about Jan. 5, it was suggested, or the report may be circulated for approval.

The RCA-NBC proposal was opened by Philip F. Siling, engineer in charge of the RCA Frequency Bureau, who approached the problem from the basis of reducing interference so that an adequate TV service can be given the public. He outlined a system developed by RCA for synchronizing the carrier frequency of co-channel television stations. The system minimizes the effects of tropospheric interference, makes possible greater service area for individual TV outlets and permits a larger number of stations in the VHF band, Mr. Siling said. He urged the system be considered in allocation revisions.

Regarding the freeze, Mr. Siling said RCA feels "that the interest of the public in the maximum utilization of the 12 VHF channels will best be served if the Commission will promptly lift the 'freeze' and make its assignments upon the basis of protecting the 2 millivolt per meter contour of metropolitan stations for not less than 90% of the time." Service areas would be extended to about the 500 microvolt per meter contour with synchronization of carriers, he explained, extending service to a larger part of the rural population.

Urges DA Use

Mr. Siling also recommended that directional transmitting antennas should be authorized and the allocation plan should be based on the use of such antennas where practical.

More intensive study of the height effect of transmitting antennas was urged by Mr. Siling with comment such study need not postpone lifting of the freeze. He further urged use of higher power for TV stations to improve service. Higher power also would make possible simplification of receiving antennas and installation of receivers, the RCA representative stated.

Ray D. Kell of RCA Labs. presented technical details on the operation of the synchronizing system. Dr. George H. Brown of RCA Labs. described a new RCA receiving antenna, composed of several elements and a diplexer, which can efficiently work all 12 channels with moderate gain and without switching. The antenna also can be made to reverse in directivity by means of a switch on the diplexer, attached to the receiver.

Donald G. Fink, vice chairman of the Joint Technical Advisory Committee of the Institute of Radio Engineers and the Radio Manufacturers Assn., presented a detailed report. He said JTAC has found the FCC value of 500 microvolts per meter for rural reception is satisfactory for low band channels 2 through 6, but is low for high band channels 7 through 13. He said it has been indicated that particularly for services covering a wide frequency range, the use of microvolts or millivolts per meter are not well suited to allocations problems. Instead a power density method such as watts per meter might be employed.

Mr. Fink said he has received unanimous agreement through an RMA Television Systems subcommittee that the co-channel interference protection ratio should remain 100 to 1 in field strength of desired to undesired signals.

The JTAC spokesman stated that if the TID November report on television tropospherics were taken at face value, greater station separation is evidenced. However, the technique of synchronization and appropriate use of directional antennas would make the earlier separations "more feasible," he said. Mr. Fink told the FCC that directional transmitting antennas should be used where warranted, but that they should not be used as a basis for setting up the video allocations. Nor should allocation rely on receiving directionals, he said.

Power boosts to improve coverage was urged by the JTAC representative. He also recommended further study of the antenna height factor in order to maximize service areas relative to interference areas.

Dr. Thomas T. Goldsmith Jr., director of research of Allen B. DuMont Labs. Inc., offered extensive data on tropospheric, terrain and other effects based on June through September studies of DuMont's WABD (TV) New York. He said FCC's staff has done an "excellent" job in compiling its data reports and that its suggested methods of analysis "are quite logical."

He pointed out that the DuMont tests, further supplementing FCC results, show that "ground wave theory alone is not adequate in consideration of safe spacings." He recommended it would be more equitable for allocation purposes to set a power ceiling irrespective of antenna height and to encourage all stations to use this full power. Thus applicants would plan to use as great antenna height as practical to increase their primary service area.

Dr. Goldsmith observed that the TID video troposphere study shows the basic allocation plan would be subject to "intolerable interfer-

(Continued on page 66)

An Important Statement by MYCALEX CORPORATION OF AMERICA

As illustrated on the opposite page, PHILCO uses Mycalex 410 (glass bonded mica) molded parts in its television receiver tuner—to avoid frequency drift of tuned circuits.

Your attention is also called to the Mycalex 410 advertisement which appeared on pages 54 and 55 of the October 1948 issue of Electronics.

Constant research, improved technics, advances in the art, new, modern plant expansion, improved engineering, more efficient manufacturing equipment—now permit us to make available in increased quantities—Mycalex 410—molded—**at prices comparable** to other less efficient molded insulations.

MYCALEX 410 is now priced to meet rigid economy requirements

Any interest evidenced on your part in Mycalex products and services—will receive the prompt, courteous and intelligent attention of a competent Mycalex sales engineer. He will receive the fullest backing and cooperation from other executives—to serve you promptly—with a quality product and at an economical and fair price.

SINCE 1919 MYCALEX THE INSULATOR

Engineering Conference

(Continued from page 65)

ence" but that the presently occupied channels (licenses and construction permits) "do not appear to be in very serious condition except in a few cases." He said that if this second plan of FCC were followed, and the severe cases corrected, a good service would be rendered.

The people will demand a more extensive service than the 12 VHF channels can provide, the DuMont official predicted. The answer is in expansion of black and white television into the 475-890 mc UHF bands, he said.

CBS Studies

William B. Lodge, CBS vice president and director of general engineering, presented five different allocation studies based on the November TID illustration of video allocation as revised for tropospherics. Both the CBS and FCC reports are confined to the same northeastern portion of the U. S. and cover 50 cities.

Four of the CBS studies employ different assumptions as to station separation while the fifth is an independent UHF high band study for consideration in the event it should be decided to consider UHF in conjunction with VHF allocations. The first study assumes continuation of all outstanding authorizations with 150 mile co-channel separation. Total of 79 outlets is possible in the 50 cities but 23 cities would have no outlet.

Plan two is like the first except for 175 mile co-channel separation. Total outlets are 74, with 23 cities having no station.

Plan three is like plan one except no assignments are assumed in cities unless at least three stations are provided. Channels salvaged from one and two-channel cities are assigned to larger cities. Spacing is 150 miles. Plan four follows plan three but uses 175 mile separation. Plans three and four both allow 69 stations and no outlets would be provided in 36 cities under each.

The UHF study assumes separation of 200 miles co-channel and 140 miles adjacent channel for larger cities. Below first 50 cities, separation is 160 miles co-channel and 100 miles adjacent channel. Some 231 stations would serve 140 metropolitan districts.

Policy Questions

Mr. Lodge pointed out it is not possible to recommend any of the VHF studies or the UHF proposal until certain policy questions are answered. These included: Relative importance of need for more stations as against larger service areas, whether VHF channels are to be permanently allocated to video, whether UHF channels are to be considered in VHF planning and if UHF is to be considered, whether both should be assigned to the same city. In the last proposition, CBS points out it may be necessary to determine whether color TV is to be provided for, and if so, on what frequencies.

Dr. Frank G. Kear, engineering consultant retained by ABC, presented new data compiled by the network in its channel studies in the New York area on propagation and reception. He said ABC stands on its earlier proposals that the area to be served by a TV station should be determined on the basis of "geographical or economic features, not by the artificial means of field intensity contours" [BROADCASTING, Aug. 2].

Harry R. Lubcke, director of television for Don Lee Broadcasting System, operator of experimental TV outlet W6XAO Hollywood since 1931, offered a summary of tropospheric data collected on the West Coast. Data concerned reception in San Diego of signals from Los Angeles, 115 miles distant. No diurnal variations were observed but seasonal variation is considerable.

Jerome Respess, head of the La-Point Plascomold Corp., gave observations of tropospheric reception at different locations and concluded station separation should be about 300 miles.

A. Earl Cullum Jr., consulting engineer, presented terrain and troposphere propagation for several stations located in the East and in Texas. He also entered in the record a several page illustrated summary concerning high frequency propagation.

Westinghouse Radio Stations Inc., through its engineering manager, Ralph Harmon, presented detailed charts of propagation measurements newly made through its Stratovision project.

DuMont Data 'Good'

Howard G. Smith, professor of electrical engineering at Cornell U., commented on the FCC reports on troposphere and terrain effects and indicated he also thought the DuMont data "looks good."

George F. Leydorf, vice president of the G. A. (Dick) Richards stations, related FM tropospheric transmission across Lake Erie. Pronounced seasonal and diurnal variations were observed.

Stuart Bailey of Jansky & Bailey, consulting engineering firm, presented an analysis of mobile field intensity recordings for four FM outlets. Regarding TV allocations, he urged directional antennas be used after non-directional saturation has been reached, as in AM practice.

Harry Fine, FCC engineer, discussed service protection in the TV and FM bands. He suggested that two limitations be used to determine protected contours. These would be based on co-channel and adjacent channel interferences and would call for two contours. Mr. Fine, with William Boese, FCC engineer, had compiled FCC's preparatory reports.

BMI Pin-up Sheet
songs for a MERRY MUSICAL CHRISTMAS
ALL AROUND THE CHRISTMAS TREE (Stuart)
Mark Warnow-Dick Todd—Varsity 513
COWBOY SANTA CLAUS (Howard)
Wayne Cody—20th Century 2076 • Prairie Ramblers—Standard
I'M SENDING MY LOVE FOR CHRISTMAS (BMI)
Enric Madriguera—Associated •—Bob Hannon—NBC Thesaurus
IT'S DECEMBER AGAIN (Steven)
Wayne Van Dyne—Tower 1272 • John Laurenz—Mercury
Calvin Jackson-Jerry Kessner—Miltone 237
LET'S LIGHT THE CHRISTMAS TREE (BMI)
Jack Brown—Radio Artists 214
ON THE SANTA CLAUS EXPRESS (Encore)
Freddy Martin—Vic. 20-2476
PARADE OF THE WOODEN SOLDIERS (Marks)
Louis Castelluci Band—Cap. 20119 • Arthur Young—Dec. 1011
Jan Savitt—Dec. 3041 • June Winters—Mayfair 106
Larry Clinton—Vic. 26308 • Herb Kern—Tempo 1028
Horace Heidt—Col. 35462 • John Scott Trotter—Dec. 4213
Ethel Smith—Dec. 24477 • Paul Whiteman—Vic. 21304
Morton Gould—Col. 12748 • (Transcribed by:
Standard—NBC Thesaurus—Capitol—World-Associated)
YOU'RE ALL I WANT FOR CHRISTMAS (Porgie)
Frankie Laine—Mercury 5177 • Frank Gallagher—Dana 2026
Segar Ellis-Owen Bradley—Bullet 1011
BROADCAST MUSIC INC.
580 FIFTH AVE., NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Non-Listener?

TWO OF TORONTO'S three 50 kw stations were off the air recently when a large hawk decided to rest on a high voltage wire at CBL and CJBC transmitters. Just as newscasts were to be made, the bird sank its talons into one of the high-voltage wires supplying power to the transmitters. It was electrocuted at once, and the surge of current in the wire held it fast. It took a maintenance crew half an hour to repair the damage.

HIGH BAND TV

KMBC Seeks Experimental

IN ANTICIPATION of the FCC assigning television to channels in the 475-890 mc band, KMBC Kansas City, Mo., last week made application for an experimental video station. Request is for a band between 480-492 mc with 200 w visual and aural powers.

In making an announcement of the application, Arthur B. Church, KMBC president, said in a special broadcast: "We at KMBC do not intend to see Kansas City forever a laggard in television. Yet, our Washington attorneys tell us two years may be required for the FCC to hold hearings, consider evidence, make decisions and then go through the probable court appeals before construction permits [in the present low band] can become effective."

KMBC made application to the Commission last January for a TV station. Along with other applications in the area it became involved in hearings which had not been held at the tme of FCC's freeze on the processing of video applications. Only station to receive a construction permit was WDAF Kansas City, which had already been processed and granted.

"We are ready and willing to pioneer high band television," Mr. Church said, and "we already have much of the facilities and equipment to start experimental high band TV broadcasting. . . ."

Application by the station states that there is a $155,000 expenditure which has been made by KMBC for video studios and other TV facilities already in its possession. Including this figure, the overall cost of construction is estimated at $175,000.

Mr. Church also pointed out that Zenith has announced TV receivers with tuners for both the present band and the new high band, "and high band tuner's have been readied for DuMont television receivers."

Mr. Church said: "If the FCC grants this experimental license without delay, we will try to begin experimental high band television within a matter of months. Meanwhile, our efforts to expedite getting on the air with KMBC-TV on low band will continue."

NARFD ELECTS *Wallace Kadderly, KGW, Is New President*

(See picture, page 92)

WALLACE KADDERLY, farm director at KGW Portland, Ore., was elected president of the National Assn. of Radio Farm Directors at the annual convention Nov. 28 in Chicago's Stevens Hotel. Vice president during the past year, Mr. Kadderly succeeds Charles Worchester of WMT Cedar Rapids, Ia.

The new vice president is Gordon Loudon of WWL New Orleans, while Phil Alampi, WJZ New York, succeeds Hal Totton, WGN Chicago, as secretary-treasurer. Each serves one year. The historian and editor will be appointed by Mr. Kadderly.

The directors voted to divide the country into five geographical sections, vice presidents for which will be elected at the annual meeting next year. These men will assist the officers in policy matters and will organize regional meetings.

Other resolutions included recommendations for additional governmental extension services and a study of television management and production. "Because of the increased interest in television," RFDs were cautioned to investigate thoroughly before adopting the medium.

"Further information (should) be sought from the U. S. Dept. of Agriculture and land grant colleges in connection with agricultural television at the earliest opportunity."

Suggest Meeting

RFDs suggested a meeting with the radio service chief of the USDA "to formulate specific recommendations for the Director of Information and Secretary of Agriculture on sufficient fiscal appropriations" for additional services created by "existing demands," and for extension of applications of current service and "possible future needs."

The remainder of the 14 resolutions concerned technical points in the association's operation.

Resolutions committee, which presented its report during a committee reports session, included Herb Plambeck, chairman, WHO Des Moines; Miriam Foltz, WOSU Columbus, Ohio; Mr. Alampi, Gus Swanson, KFEL Denver; Murray Cox, WFAA Dallas, and Bill Zipf, WBNS Columbus, Ohio.

Members attending the two-day convention were addressed Sunday evening by Judge Justin Miller, NAB president.

NAB PONDERS

Legislative Issues

LEGISLATIVE and regulatory problems affecting broadcasters were discussed Thursday at a meeting of the NAB legislative committee, held at NAB Washington headquarters.

Industry position on various aspects of legislation was discussed by members. It is understood no immediate action will be taken on the model communications bill suggested last year at request of the Senate Interstate & Foreign Commerce Committee.

Presiding at the meeting was J. Harold Ryan, WSPD Toledo, committee chairman. Others in attendance were Don Elias, WWNC Asheville, N. C.; Gunnar Wigg, representing Paul Miller, of Gannett Newspapers; E. K. Hartenbower, KCMO Kansas City.

Network advisory members attending were Kenneth Yourd, representing Joseph H. Ream, CBS; and Frank M. Russell, NBC. Taking part for NAB were A. D. Willard Jr., executive vice president; Don Petty, general counsel; Richard W. Jencks, attorney; Robert K. Richards, public relations director.

Prichard in Army Post

BRIG. GEN. V. E. Prichard, director of operations, plans, organizations and training for the European Command, will assume duties Feb. 1 as chief of the Army's Public Information Division, it was announced last Tuesday. A West Point graduate, he commanded the 1st Armored Division in Italy during World War II. He served on the Mexican Border before World War I and with the A.E.F. and Army of Occupation in France and Germany.

Upcoming

Dec. 11: NAB Georgia Radio News Clinic, Ansley Hotel, Atlanta.

Dec. 12: NAB Alabama Radio News Clinic, Tutwiler Hotel, Birmingham.

Dec. 27-29: American Marketing Assn. annual convention, Cleveland.

Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.

Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.

Jan. 25: Academy of Television and Sciences annual award banquet and seminar, Athletic Club, Hollywood.

Feb. 14-16: NAB Board of Directors meeting, Roosevelt Hotel, New Orleans.

CHNS

HALIFAX NOVA SCOTIA

THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES

ASK JOS. WEED & CO.

350 Madison Ave., New York

He Has the Reasons Why!

5000 WATTS—NOW!

WMT rocks 'em to their foundations in Stone City (IOWA)

It's just a wide place in the road . . . and if you miss the 6:10 you're stuck until tomorrow . . . but pile a lot of little Stone Cities together and you get a rock-ribbed market worth talking to.* Out on the rolling prairies where ground conductivity is just what the boys pray for back East, WMT does a terrific job of covering thousands of these small communities.

The way to wear away the sales resistance of Stone City, *et al*, is clear: use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

** 1059 towns and cities dot the WMT (BMB) map. 1,131,782 people live within WMT's 2.5 MV line.*

WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

OPERA LOVERS

WJZ-TV Met Rating High

MORE people were tuned to the WJZ-TV telecast of the Metropolitan Opera premiere on Monday night, Nov. 29 [See story page 46], than to all other video stations in New York City combined, according to a special Hooperating released for that date. The overall evening rating for ABC's key station was 42.3, although no check was made after 10:45 p.m.

Share of the audience during the two and three-quarter hour period covered was placed at 59.8, and sets in use was 70.8.

From 8 to 9 p.m., the first hour of the opera, WJZ-TV was rated at 40.9; sets in use was placed at 70.3, and share of audience was 58.1.

More people tuned into the second act of "Otello," according to the Hooperatings for the 9-10 p.m. period, when ratings recorded was 44.6; sets in use 73.6, and share of audience 60.6. For the final 45 minutes of the period rated, WJZ-TV scored 41.3 Hooper; sets in use 68.0, and share of audience 60.7.

WALTER PASCHALL, WSB-TV Atlanta news editor, interviewed Edward Tomlinson, NBC commentator, when he was in Atlanta on a speaking engagement before the Pan American League.

TV IN RELIGION

Del. Church Experiments

AN EXPERIMENT with television in the church and Sunday school is being conducted in Wilmington, Del., by Rev. L. E. Warner, pastor of Brandywine Methodist Church. He has bought a television set for his Sunday school auditorium with funds contributed by members of his congregation and friends in the community.

Rev. Werner, who is chairman of the radio committee of the Wilmington Council of Churches, said the purpose of the set installation is: (1) to keep young people of the church away from "the unwholesome places where television is most commonly to be found," and (2) to make use of "the recognized educational and entertainment features which television affords."

Video to Sell Art

TELEVISION may sell art to the American public as sound broadcasting has sold music, B. Wade Thompson, promotion manager of the DuMont Television Network, said Nov. 28 in a talk to the Collectors of American Art in New York. Citing the phenomenal rise in the sale of phonograph records resulting from musical broadcasting, Mr. Thompson described television's past attempts at art education and discussed future use.

FIRST 15 PROGRAM HOOPERATINGS

Based on Nov. 30, 1948 Report

Evening

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell†	219	Andrew Jergens Co. (Orr)	27.7	20.3	+7.4	11
Jack Benny†	163	American Tobacco Co. (BBDO)	25.3	25.3	0.0	2
Radio Theatre	153	Lever Bros. Co. (JWT)	22.5	21.8	+0.7	8
Fibber McGee & Molly	165	S. C. Johnson Co. (NL&B)	21.8	25.0	—3.2	3
Bob Hope	153	Lever Bros. Co. (Y&R)	20.0	25.9	—5.9	1
Phil Harris-Alice Faye	163	Rexall Drug Co. (BBDO)	20.0	17.7	+2.3	14
Arthur Godfrey's Talent Scouts	149	T. J. Tipton-Div.-Lever Bros. (Y&R)	19.2	17.4	+1.8	13
My Friend Irma	149	Pepsodent-Div Lever Bros. (FC&B)	18.0	18.2	—0.2	12
Fred Allen	166	Ford Dealers of America (JWT)	17.7	22.2	—4.5	6
Duffy's Tavern	160	Bristol-Myers Co. (Y&R)	17.3	16.6	+0.7	16
Charlie McCarthy	151	Standard Brands Co. (JWT)	17.0	24.4	—7.4	4
Mr. District Attorney	160	Bristol-Myers Co. (DC&S)	16.9	21.0	—4.1	9
Stop the Music	172					
Average of Sponsored Periods (8:45-9:00 21.1) (8:30-8:45 17.7) (8:15-8:30 16.1) (8:00-8:15 12.6)		Smith Bros. (SSCB) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard Co. (L&M)	16.9	—	—	—
Suspense	161	Electric Auto-Lite Co. (Newell-Emmett)	15.7	10.6	+5.1	54
Dennis Day	144	Colgate-Palmolive-Peet Co. (Bates)	15.2	12.4	+2.8	34

†Includes second broadcast

MYSTERY GIRL

P&G Starts Contest on TV

PROCTER & GAMBLE, Cincinnati, sticking to its contest guns, come what mayhem, has instituted another "Guess Who" mystery game, which was to be launched Friday evening, Dec. 3 on *Fashions on Parade*, DuMont television series, 8-8:30 p.m.

Featuring a $3,500 feminine wardrobe as grand prize jackpot, the contest is being held on behalf of the USO, to aid in its drive for a $7 million 1949 national goal.

The contest, in typical "Miss Hush" and "Walking Man" fashion, requires slogans to be submitted by mail, with three winners of each week's contest to receive $50 in merchandise and a chance to identify by telephone the "Miss Terry" mystery girl. A well known personality, "Miss Terry" will appear on the video program appropriately masked while a jingle clue to her identity is read.

Benton & Bowles, New York, is the P&G agency, and the program is on behalf of Ivory Snow and Prell shampoo.

HOOPER PRICE

Policy Changes Reported

TWO price policy changes for agency and advertiser subscribers having one or more network programs reported were announced last week by C. E. Hooper Inc.

(1) "Billings for program Hooperatings for the period of May through September shall henceforth be based on each subscriber's April billing as a monthly minimum."

(2) "Cancellations of any Hooper service henceforth to involve a minimum of 90 days advance notice in writing."

The revisions are effective next January.

RADOX SERVICE

Expansion Contemplated

RADOX, Albert Sindlinger & Co's listener measuring service, has been invited to extend operations to New York, according to Mr. Sindlinger. No decision has been reached as yet. The source of the invitation was not disclosed, but it was believed to be an advertising agency.

The service may also carry into the Midwest, it was reported, with that invitation coming from a large station. Last Wednesday Radox expanded its operation into northeast Philadelphia.

BERCH CUT-IN

Again Aids Social Work

JACK BERCH will repeat a unique public service appeal on his Dec. 8 broadcast (NBC, Monday-Friday, 11:30-11:45 a.m.) when stations in scores of cities again cut into his broadcast to name a central welfare office to which people can volunteer services for local social work. The first cut-in broadcast, last May, was so successful in recruiting volunteers that welfare organizations throughout the nation requested periodic repetition of the appeal.

The *Jack Berch Show* is sponsored by Prudential Life Insurance Co., Newark, through Benton & Bowles, New York.

WCPO Cincinnati, was recipient of an American Legion National Radio Appreciation Award for 1948.

BOOM!

DULUTH, MINN.—"The Gold Rush was nuthin' compared to this," shouts Otto Mattick as he chugs along on his steardanose merambulator. "The merchants will have to fake the plauge if they expect to get any sleep!"

So the rumor is true . . . the Duluth-Superior market IS booming like mad. In just two years, effective buying income has leaped 27.6% and retail sales have jumped 83.2%. The hot-shot salesman in this wealthy metropolitan area is KDAL, favorite radio station of a large and loyal audience. When your sales message is heard on KDAL, you get action . . . FAST!

Contact Avery-Knodel . . . then use KDAL to reap your harvest from this moneyed and booming Duluth-Superior Market.

MORE THAN 500

DATES TO TIE TO IN '49

SCHOYER'S VITAL ANNIVERSARIES

of History; Human Interest; the Arts; Science; Crime; Births; Deaths; for daily use in 1949.

FOR ALL WRITERS, SPEAKERS, EDUCATORS

ORDER NOW—SEND $2.00 TO:

SCHOYER & CO., 304 Ross St., Pittsburgh 19, Pa.

$2.00

TRANSFER PLEAS

7 Stations Are Involved

APPLICATIONS for transfer of seven stations were received last week by the FCC. One of the applications covered four outlets of Fort Industry Co. which requested that WJBK Detroit; WAGA Atlanta; WMMN Fairmont, W. Va., and WWVA Wheeling, W. Va., plus all associated operations, be transferred from the wholly owned subsidiary corporations to the parent company. No money is involved.

Other requests involve the construction permit for KBKO Portland, Ore., and KHCO (FM) Houston, Tex. No money is involved in either of these transactions.

At Albemarle, N. C., WABZ would be sold by four original partners to three new partners. Sales price is $35,000.

Fort Industry Co. said its proposed transfers are for "tax reasons." The company requested action before the end of the year. The four subsidiary companies involved are: Liberty Broadcasting Corp. (WAGA), Detroit Broadcasting Co. (WJBK), Monongahela Valley Broadcasting Co. (WMMN) and West Virginia Broadcasting Corp. (WWVA).

Ownership Details

Details of the other proposed transfers:

Albemarle, N. C. — Ownership of WABZ Albemarle transfers from four partners, none of whom holds a majority interest, to three new partners each holding one-third. R. H. Whitlow, Carl C. Aley, G. H. Hendrix and Ira Leigh, the original partners, sell their holdings for $35,000. New owners are: W. E. Smith, attorney and president of Queen City Coach Co.; T. R. Wolfe, 50% owner of Auten-Wolfe Motor Co., and M. M. Palmer, president and treasurer of Stanley Lumber Co. Application requests waiver of the AVCO opening bidding rule on grounds that none of the original owners holds a majority and that none of the new owners will hold a majority.

Houston, Tex.—Earl C. Hankamer, Texas oil man, gives his construction permit for KHCO (FM) to the Houston Baptist Missionary Union. No consideration is involved.

Portland, Ore.—Ownership in Mercury Broadcasting Co., holder of a construction permit for KBKO Portland, transfers to Mercury Broadcasting Co. Inc. Harold Krieger and Gordon E. Bambrick, equal partners in the original firm, are joined by Alfred P. Kelley, attorney, in the new corporation. Mr. Kelley receives 15.8% for legal services rendered and Mr. Krieger and Mr. Bambrick will hold 42.1% each.

KWRO READIES

Plans to Take Air Dec. 15

KWRO Coquille, Ore., is completing preparations for its opening, tentatively set for Dec. 15, according to Walter L. Read, general manager. The 162-foot self-supporting Blaw-Knox antenna has been completed, and equipment is being readied for testing.

Mr. Read

The transmitter is located 1 mile outside of Coquille, on Highway 101, and studios and offices are located in the Coquille Hotel. Station is on 1450 kc with 250 w day and night.

In addition to Mr. Read, staff includes: Robert W. Harris, sales and station manager, and former manager of KTIL Tillamook, Ore.; Ralph Brown and Curt Raynes, engineers; Bill Cook, sales; and Bill Bickett, program and continuity director.

Buys New Building

MAXON Inc., New York advertising agency for national accounts, has purchased a five-story building at 12 East 53 St., Manhattan. The advertising firm will occupy the entire building, making it its New York headquarters.

DOCUMENTARIES

Educational Value Studied

A RESEARCH program to determine the value of documentary films, radio programs, and television shows for adult education has been instituted by Columbia Teachers College, New York, Dr. Morse A. Cartwright, executive officer of the school's Institute of Adult Education, announced last week.

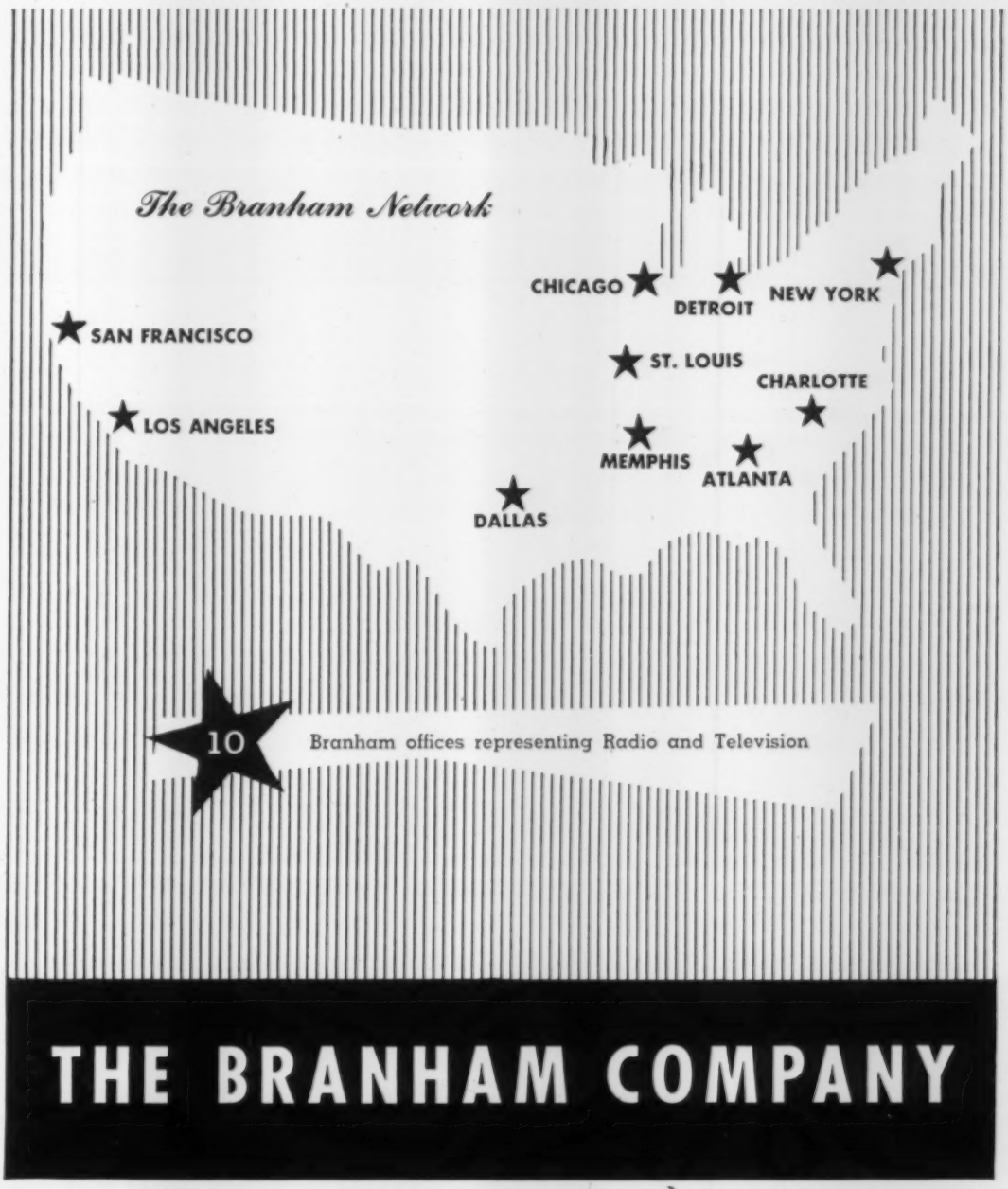
The laboratory will evaluate existing programs and analyze specific educational needs not being met by the current radio, video and film fare.

Beginning in January, *The Adult Education Journal*, publication of the American Assn. for Adult Education, will issue a new audio-visual supplement, featuring critical reviews of new 16mm films and all major radio and television events.

Butch and 'Enemy'

"THE ENEMY has advanced into our territory." This isn't the usual dialogue listeners expect to hear from a play-by-play account of a football game, but that's what Santa Barbarans got during the recent championship semi-final game between Santa Barbara and Monrovia. When a last-minute emergency arose at KIST Santa Barbara, Owner Harry C. Butcher stepped in and substituted as sportscaster. The former CBS vice president and wartime aide to Gen. Eisenhower was admittedly non-partisan in favor of Santa Barbara. He suggested the opposition station if listeners wanted a professional account of the game.

P.S. "The enemy" lost.



Spot Probe

(Continued from page 22)

on the stations, while exercising network prerogatives"—are "seeking a commanding position over all time sales by combining the function of network and station representative."

Mr. Katz asserted that the increase in AM stations has "immeasurably strengthened the bargaining position of the networks in their dealings with affiliates." Without "overt network pressure or duress," he said, the networks are able to convince affiliates that "it would be a good idea" to let the network handle spot representation as well as affiliation.

TUESDAY

Under cross-examination by Judge Rosenman, Mr. Peters said his firm, Free & Peters, now represents 33 AM and 4 TV stations and does not need to add employes to handle the five Westinghouse stations which become clients Jan. 1.

He said a "majority" of his firm's 20 salesmen had had station experience, but he was unable to name more than six.

With respect to "competition" between national spot and network advertising, it was brought out that "about five" NARSR members represent both newspapers and radio stations. Mr. Peters agreed that there is some competition between these two media, but said competition between network and national spot advertising is "more highly competitive."

He considered it "very likely" that AM and TV would be as mutually competitive as network and spot advertising.

Mr. Peters said he thought it would be improper for one representative to work for separately owned AM, TV, and newspaper operations in the same community.

Under questioning by Mr. Wilkinson, the NARSR executive said independent representatives would sell locally produced programs in preference to transcribed shows. To Mr. Wilkinson's request for an instance in which CBS Radio Sales dictated an affiliate's rates, he said he knew the rates of some affiliates followed a format similar to Radio Sales'.

Mr. Fisher, for WRVA, suggested that WRVA's rate card, which had been described as similar to Radio Sales', was patterned after one suggested by NAB.

Mr. Cottone questioned the NARSR witness at length on representatives' role as advisers to stations on program matters.

Judge Rosenman's cross-examination of Mr. Katz was relatively short. Mr. Katz' "conclusions," he said, were argumentative and in the nature of a brief, and so CBS would prefer to answer them in a brief of its own. Otherwise, he said, Mr. Katz seemingly felt that different network rules should be drawn for television. CBS regarded this as outside the issues of the hearing and therefore did not cross-examine. NBC took a similar position.

Mr. Fitts replied that Mr. Katz' testimony apparently had been misunderstood. The gist, he explained, was that the networks have a much stronger hold over TV stations than over AM.

Mr. Spearman, speaking for Edward Petry Co., contended that television was clearly concerned and that Mr. Katz' testimony was obviously pertinent. Comr. Walker indicated agreement.

Under questioning by Comr. Hennock, Mr. Katz said approximately eight companies control more than half the business handled by the 24 NARSR members. The Petry company, he said, is the largest of the group. After that, he found it hard to distinguish among "four or five" for second place.

On further examination by NARSR counsel, Mr. Katz said it was not a common practice for independent representatives to handle conflicting interests in the same communities.

WEDNESDAY

Howard S. Meighan, CBS vice president, opened Columbia's presentation on behalf of its Radio Sales division, which, he said, is entirely separate from the Network Sales Dept.

He said Radio Sales was established as a subsidiary corporation in December 1932 and was merged with the parent corporation in 1936. At one time, before temporarily reducing its representation activities, Radio Sales represented 14 affiliates in addition to the CBS owned stations, and also represented the Don Lee Network, he said.

Mr. Meighan charged that when WRVA Richmond "fired" Paul H. Raymer & Co. and when KSL Salt Lake City "fired" Edward Petry & Co., the independent representatives formed an association to combat Radio Sales, which had taken on the representation of WRVA and KSL.

He emphasized that the relation between representative and station is an "employe-employer relation," with the station as "the boss."

He also stressed the Radio Sales plan's provision of 5% commissions to salesmen for selling local live talent programs, declaring the organization's interest in local live is a major reason for affiliates' "preference" for Radio Sales representation.

Mr. Meighan's testimony was interrupted Wednesday afternoon to accommodate witnesses from two

EDWARD H. WEISS, president of Weiss & Geller, Chicago, plays a new song, "Thanks for Thanksgiving," while composer Harold Rome listens. Mr. Rome wrote the song at the request of Mr. Weiss for Elgin American's two-hour *Holiday Star Vanities* on ABC-New York's Thanksgiving Day telecast.

CBS affiliates, WBT and WAPI, both of which are represented by Radio Sales.

J. M. Bryan, president of WBT, said that when Jefferson Standard Life Insurance Co. bought WBT from CBS the buyers decided to continue Radio Sales representation after "thorough consideration" which included talks with four independent representatives as well as Radio Sales.

He said the representation contract is verbal, cancellable on a year's notice, that the arrangements have been "highly satisfactory, and we are pleased with them in every respect."

He said he would have no fear of losing his CBS affiliation if he chose to cancel the Radio Sales representation.

Mr. Fitts, questioning Mr. Bryan on failure to switch its WBIG Greensboro's representation to Radio Sales, contended Radio Sales is interested in WBT and not in WBIG because WBT is the dominant station in the market and WBIG is not. Mr. Bryan said the George P. Hollingbery Co. had represented WBIG satisfactorily and no change had been considered advisable.

Charles H. Crutchfield, WBT general manager, said Radio Sales had given WBT "effective sales representation," provides the services of "a dependable research organization," and gives WBT "an extra promotion department." He said CBS had exerted no influence on WBT via Radio Sales and that in fact, Radio Sales has sold spot advertising time which conflicted with CBS network time.

Thad Holt, president and general manager of WAPI, said his station has been represented by

BUY RESULTS IN RICHMOND, VA.
BY USING
WMBG AND WCOD (FM)*
5000 WATTS – 47,000 WATTS
—AFFILIATED—
NBC
SIMULTANEOUS PROGRAMMING OF WMBG AND FM STATION WCOD MEANS INCREASED COVERAGE FOR YOU!
REPRESENTED BY JOHN BLAIR & COMPANY

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Radio Sales since 1937—also by verbal agreement—and that the relationship has been "very satisfactory." He would not agree that WAPI's CBS affiliation was a factor in the station's choice of Radio Sales.

Mr. Meighan, returning to the stand, was questioned at length by Comr. Hennock on the Radio Sales research department. It consists, he said, of three men. He described them as research "architects" and said others are employed to do the field and detail work.

If CBS had to make a choice between representing its present clients and having them as network affiliates, he said, it would prefer to have them on the network.

THURSDAY

Ivor Sharp, executive vice president of KSL, said Edward Petry & Co. represented the station from 1932 to 1947, when KSL became dissatisfied and terminated the contract. The station wanted to "work closer with agents and sponsors," while the Petry firm "did not encourage closer relationships," he asserted.

"Petry & Co. seemed to attach greater importance to representation agreements than to relations with the station," he declared. He said the Petry company wanted long-term agreements while KSL favored short ones. "Also," he added, "KSL was not satisfied with the comparatively low volume of business placed for KSL by Petry & Co. during 1947."

Provides 'Teamwork'

He said all commission payments cease after cancellation of the Radio Sales contract on 12 months' notice, but that under the Petry contracts "payment of commissions continues as much as a year after actual termination."

Radio Sales, Mr. Sharp said, is providing "the type of teamwork we have always desired," and "our experience to date . . . has been most encouraging. From a very low status when Radio Sales assumed representation of KSL, we have just had the highest national sales return for any September in our history."

To questions from Mr. Spearman, he agreed that as yet there has been "no major difference" in results from Radio Sales and the Petry firm. He said it "may be true" that Radio Sales has added only two programs in the 11 months it has represented KSL, but he insisted that that point is not "basic" to his preference for Radio Sales.

Differences Over Contracts

He conceded that commissions being paid to Petry & Co. since the termination of the contract are the result of business placed by the Petry firm, and said he was "not complaining about that too much." Dissatisfaction with the Petry company, he said, stemmed primarily from differences over the representation contracts.

Mr. Fly brought out that Mr. Sharp had read his statement to CBS counsel and made "minor changes" before it was mimeographed. Mr. Rosenman reported that he conferred with some of the witnesses of CBS affiliates in advance and had had prior correspondence with some, since their objectives in the case were the same. Mr. Fly said he would have done the same thing.

Barren Howard, business manager of WRVA, which was represented by Paul H. Raymer & Co. before it switched to Radio Sales, said WRVA felt the Raymer firm was not organized to meet the post-war competitive situation. But it was decided to give the company a full year "to reorganize and conform to our requirements of a sales organization," he said. During this year, he testified, WRVA voluntarily raised its compensation to the Raymer company.

But "it became apparent that the type of service we considered necessary either could not or would not be provided by Raymer," he asserted, noting that WRVA signed with Radio Sales effective Oct. 1, 1947. "To secure the additional services offered by Radio Sales," he said, "we again increased our sales compensation above that paid to Raymer."

Mr. Howard stressed WRVA's reliance upon locally produced programs, and said that "in philosophy and policy Radio Sales operations closely paralleled the thinking of station management."

"Raymer's philosophy had been to avoid geting sidetracked into programs, research, promotion, etc. and to concentrate on the immediate sale," he said. "The suggestion was actually made to me at one time that perhaps we were trying to run too good a station; that perhaps we should be content to run the No. 2 station in the area. In this way, it was explained, we would not plough back so much money and would have a larger net profit."

To questioning by Mr. Fly, he agreed that WRVA's net time sales

(Continued on page 72)

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

"Drop dead," one of his listeners wired

Like most election prognosticators, he had a slight touch of foot-in-mouth disease about the results. Some of his listeners supplied a variety of comments on his commentaries, the most unflattering of which he quoted on his first post-election broadcast.

It's this combination of good sportsmanship and good showmanship that keeps the Fulton Lewis, Jr. program very much alive. For every listener who recommends his early demise, there are a hundred who register violent approval . . . but whether they tell him to crawl back in the woodwork or nominate him for president, they listen to his program night after night.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr., program commands a vast and loyal audience. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Spot Probe

(Continued from page 71)

reached a higher peak in 1947, during Raymer representation, than they have attained this year. He insisted, however, that this year's total volume is ahead of last year's.

In response to his statement that WRVA would drop Radio Sales if it handled more than 15 stations, Mr. Fly brought out that there is no such provision in the representation contract.

Carl Burkland, executive sales manager of Radio Sales, testified in detail on the division's operations—in such detail that Messrs. Fly and Fitts touched off a bitter three-way exchange with their objections that the testimony was irrelevant.

When Mr. Cottone interjected an admonition against squabbling between the NARSR counsel and Judge Rosenman, former Chairman Fly snapped out a protest against "a lecture by the general counsel." Mr. Cottone denied any attempt to lecture but pointed out that the hearing was concerned with representation practices and that therefore he thought Mr. Burkland's testimony was relevant, though possibly the presentation might be unnecessarily detailed.

Mr. Burkland noted that 21 representation firms have more station clients than Radio Sales and said that Radio Sales accounted for only about 7% of 1947's 90 million volume of net time sales.

Another battle ensued when Mr. Burkland and Judge Rosenman noted that NARSR had not furnished comparable estimates of business handled by its individual members and Mr. Cottone suggested that this would be desirable information for the Commission. Mr. Fly protested against giving out business secrets, and Acting Chairman Walker ruled that "we have enough" without insisting on this data.

PICAN Again

IN FCC'S spot representation hearing, Former FCC Chairman James Lawrence Fly protested at one point against opposing counsel's questioning witnesses on what might or might not be in the public interest. "I stayed here five years and I still don't know what 'public interest, convenience and necessity' means," he quipped. To which Attorney Paul D. P. Spearman boomed: "Now I wish you'd told us that a long time ago.'"

WEIS NAMED

Lang-Worth Sales Manager

PIERRE WEIS has been promoted to general sales manager of Lang-Worth Feature Programs, C. O. Langlois, president of the firm, announced last week.

Born in France and graduated from the U. of Paris, Mr. Weis came to the U. S. in 1937. When the war broke out he returned to France and rejoined his original regiment in the French Army, with the rank of lieutenant. After the fall of France in 1940 he escaped through Africa, arriving in this country late that year.

Mr. Weis joined Lang-Worth in March 1941. He was commissioned in the U. S. Army in December 1943, returning to Lang-Worth in January 1946.

Hooper Conference

C. E. HOOPER Inc., New York, will hold a Hooperatings subscriber conference tomorrow (Dec. 7) at 10 a.m. in the Music Room of New York's Hotel Biltmore. A slide presentation, including previously unreleased nation-wide radio audience comparisons is scheduled for the meeting. Included will be a view of television audience measurements and another new Hooper index, "market-by-market brand exposures per 100 homes."

UNESCO Program

A WEEKLY 15-minute program for use by stations in various countries is being planned for distribution by United Nations Educational, Scientific and Cultural Organization, according to the Director General's office at Beirut, Lebanon. The broadcasts will deal with UNESCO developments in line with a policy for freer mass communications. Series is expected to be available early next year.

One Man's Luck

FRANK BURKE Jr.'s good angel really worked overtime for him when he was driving to work one day last week. Mr. Burke, KFVD Los Angeles general manager, failed to get his car out of the way of an onrushing ambulance. The vehicle was smashed, overturned and shoved to the other side of the road into another car, where it burst into flames. Next day Mr. Burke was back to work—the only damage being a few singed hairs and minor burns.

WBKB-'SUN-TIMES'

News Hookup Nears Okay

"SHARP news look" proposed by WBKB (TV) Chicago, Balaban & Katz station, to *Chicago Sun-Times* was being considered late last week prior to final approval by Marshall Field, owner and publisher, and Richard Finnegan, editor [BROADCASTING, Nov. 29].

Plan provides for WBKB to have (1) news analyst and video news editor, working as a liaison man between the two operations; (2) daily newscasts using *Sun-Times* news and writing talent; (3) newspaper pictures in a "news in Chicago" telecast, and (4) analyses of national and world events by the paper's political writers and columnists.

Station will credit the *Sun-Times* on the air at frequent intervals.

Decision of *Sun-Times* officials is expected this week, and stepped-up news programming will begin at WBKB after ultimate authorization by John Balaban, manager.

TV FOR DEAF

N. Y. Church Experiments

THE USE of sign language for spiritual communion was to be illustrated in a dramatic telecast yesterday (Sunday, Dec. 5) on WPIX (TV) New York, featuring services from St. Matthew's Lutheran Church for the deaf, Jackson Heights, Queens.

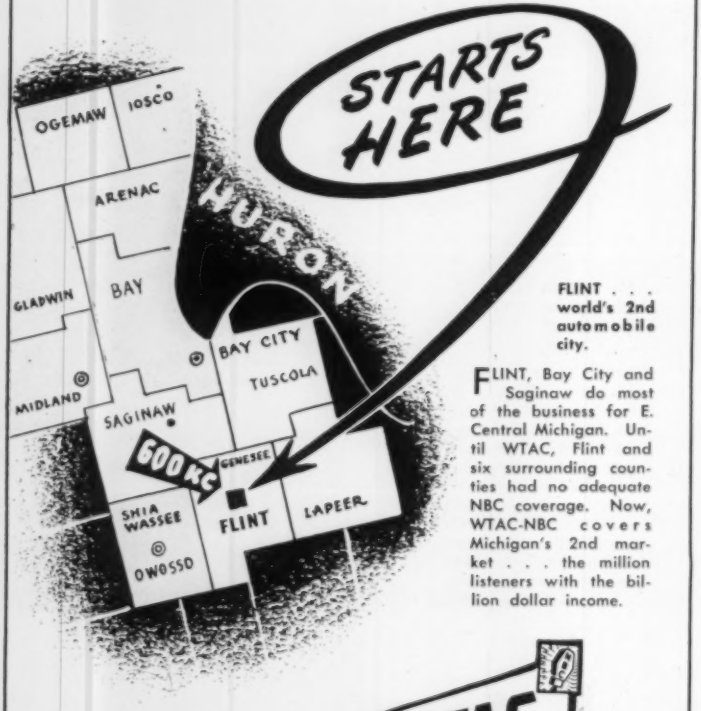
The Rev. Floyd Possehl was to preside during the vesper program, which features a choir of five deaf persons and 15 other deaf members of the congregation. St. Matthews, one of 300 Lutheran missions for the deaf in the U. S., was built exclusively for the use of these physically handicapped.

WPIX cameras were to show how the choir, accompanied by one solist, the mother of one of the deaf children, maintains the rhythm by using only hands and fingers. The Rev. Possehl's sermon was to be delivered in the sign language, with interpolation for hearing persons handled simultaneously by Rev. Marshall, WPIX announcer. Prayer responses were to be given by congregation in sign language, with title cards translating.

The occasion is believed by station spokesmen and by Rev. Possehl to be the first telecast ever made of services for the deaf by any church.

ZENITH RADIO Corp., Chicago, estimates net consolidated operating profits for company and subsidiaries for the six months ending Oct. 31 at $984,535 after income taxes of $599,144, depreciation, excise taxes and reserves.

YOUR NEW CHEVROLET OR BUICK



FLINT . . . world's 2nd automobile city.

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

WTAC FLINT, MICHIGAN

DETROIT

1000 Watts Day — 500 Night

600 KC

Paul H. Raymer, Representative

Memo to ALL AD AGENCIES
For AIR CHECKS in . . . Phoenix
Contact
ARIZONA RECORDING PRODUCTIONS
834 N. 7th Ave., Phoenix
Phone 2-2016

POLYCASTING

Wilmotte, DeMars Propose TV High Band System

POLYCASTING, a system employing a relatively large number of low-powered stations, was formally proposed to FCC last week as an economic, practicable method of providing television service in the 475-890 mc "high band."

The proposal was advanced by Raymond M. Wilmotte and Paul A. DeMars of the consulting engineering firm of Raymond M. Wilmotte Inc. They asked that the use of Polycasting not be precluded until it can be carefully considered and, if found to be of potential value, that "positive incentive be given, first for an initial trial, and then to stimulate its commercial operation."

Contending that unfeasible powers would be required in the UHF for operation of television under the present concept, the petition maintained that the Polycasting system "can make the UHF band available in the near future."

'Radio Illumination'

"The Polycast system proposed by the Wilmotte organization is based upon the concept of 'radio illumination' of a service area by means of a multiplicity of low-powered transmitters," the petition explained. "It is proposed to locate the units of this system in such manner that, in general, service from any given unit to its area will not be shadowed by terrain irregularities or other obstacles.

"The system will be tailored to fit the area to be served with respect to population distribution, propagation factors and type of receiving conditions encountered, such as business district, apartment house, or single family residence zoning classification . . .

"The effect of such an arrangement is that at many points in the service area good service signals will be received from several directions. In the present VHF band with present type of operation, these will produce ghosts. In the UHF band operating on the proposed system, these ghosts will be eliminated by using directional antennas at the receiving point or by separating on the basis of intensity differentiation if FM modulation is used.

Engineering Opposite

". . . The engineering required in designing a Polycast system is the exact opposite to that required for designing a satellite operation under present-day techniques. At present a satellite is located so that its service will interfere to a minimum with that of other satellites or of the parent station. In the Polycast system the potential service areas of the stations are deliberately designed to overlap."

On the basis of measured data, Wilmotte figured that satisfactory coverage of an area of 10-mile radius may be provided with transmitter output of about 200 w, using a 200-foot antenna height and antenna gain of 20.

Assuming a 6 megawatt transmitter would serve 2,830 square miles, the petition said at least 10 and probably about 15 low-powered units could cover the same area efficiently. The assumption of 6 megawatts power for the conventional single-transmitter station to serve to a distance of 30 miles, the petition said, is consistent with the Joint Technical Advisory Committee's report to FCC.

Production Soon

"There can hardly be disagreement with the conclusion that the multi-megawatt transmitter presents technical and economic problems that eliminate it from further consideration," the petition said. "On the other hand the components of the Polycast system do not present difficult technical or economic problems and can be produced in the foreseeable future."

To Start Experiment

The petition said the Wilmotte group has studied the problem of operating the UHF band economically and effectively "for a number of years." The result—the Polycast system — is a method "based upon a new concept which makes use of the very characteristics of the UHF band which makes effective utilization of present practices technically and economically unfeasible."

The Wilmotte organization predicted "that a program of experimentation will be undertaken soon to establish the technical feasibility of Polycasting." It urged FCC "to avoid any action that would restrict the development of this new method for TV broadcasting in the UHF band."

The petitioners felt that the common concept of "satellite" stations to fill in vacancies in the coverage of high-powered stations would not prove satisfactory in the UHF region.

ART HARRE Jr., son of the general manager of WJJD Chicago, was chosen for the second year as fullback on the All-Private School football league of Chicago. He plays with the Harvard School for Boys team.

Season's Greetings
THE TALLEST CHRISTMAS TREE IN TEXAS
Client and listeners receive bonus "gifts" every day in the year from KMAC-KISS . . . smart, smooth programming; complete, accurate news coverage; real personalities and top talent (KMAC's Bud Whaley, Texas' outstanding disc jockey, says RADIO BEST!); ace sports reporting (Now Texas' No. 1 Sports Station!) and ALL the best from Mutual!
And, we here in the nation's 27th market have even MORE in store . . . KMAC soon goes to 5,000 watts, at 630, with an audience of one and one-quarter million. C'mon, join the party! Just ask Pearson!
For U
FOR YOU
For You
4 You
Mutual in San Antonio
KMAC-KISS
Howard W. Davis, OWNER
Represented Nationally by JOHN E. PEARSON CO.

Hoover Commission

(Continued from page 21)

as-usual role, according to informed Hoover commission sources. They will not release material from task force reports even after leaks have occurred. An embarrassing leak in the State Dept. task force study occurred last week. Task force recommendations are understood to have proposed transfer of the "Voice of America" propaganda broadcasts from the State Dept. to a public or semi-public corporation.

Reviews Confusion

Chairman Herbert Hoover, in reviewing confusion among the large number of independent U. S. agencies, said five or six major "administrations" may be created. With the 10 Cabinet posts, there would be 16 major agencies reporting to the President. One new Cabinet post is being considered but this would not include the FCC, it was indicated.

The five or six administrations would merely serve as "pegs" on which the many independent agencies would be hung. They would still hold their autonomy, however, according to present thought at the Hoover commission. Similar status would be retained by Interstate Commerce Commission, Securities & Exchange Commission and similar agencies.

All would be self-contained units operating as regulatory agencies in their own right.

Chairman Hoover authorized a statement Wednesday to clear up confusion over the commission's work. This confusion developed after he had given a progress report to President Truman. The only "consolidation" suggested to the President, it was made clear, covered a large group of agencies serving U. S. operations. These "housekeeping" functions would be merged by the Hoover commission.

Mr. Hoover said that if the entire commission program were carried through—which might require a long time—a saving of about $3 billion a year should result in rendering the same government services.

The proposal for State Dept. reorganization, with the "Voice of America" turned over to a public or semi-public corporation, was submitted by James G. Rogers and Harvey H. Bundy, two members of the task force field personnel and formerly Assistant Secretaries of State during the Hoover administration. They were appointed by the former President early this year to scrutinize the set-up of Government agencies.

The Rogers-Bundy proposal, it is understood, would virtually divest the State Dept. of its overall information activities abroad, including Office of International Information's "Voice of America" operation and Office of Educational Exchange's cultural relations. It would relieve State of all work connected with the "Voice" save that related to the policy and counsel level.

"GOOD GROOMING" commercial for Vitalis' spot on *Break the Bank* over WJZ-TV New York, is prepared by Films for Industry, New York. L. to r. are Wally Drew of Bristol-Myers Co.; Nat Holman, coach, and Bud Palmer, star, of New York Knickerbocker basketball team; two Films for Industry cameramen, and Blaney Harris of Doherty, Clifford & Shenfield, Vitalis agency.

The Hoover commission met last Wednesday to discuss State Dept. functions. Published reports last week on the early findings of the task force were regarded as premature "leaks," since both field personnel and the commission are bound to the strictest secrecy, it was emphasized.

Substance of the reports was adjudged highly authoritative insofar as they went, however. State Dept. officials indicated they prefer merely to "speculate" on the ramifications of the plan at the present time.

The commission is scheduled to meet again today (Monday) to study further the investigations of the field group into "Voice" activities.

Lloyd Lehrbas, OII director, told BROADCASTING that while a proposal to transfer the "Voice" might be welcomed by State Dept. officials, it was a matter for the Commission's consideration and for Congress. He said the plan would have to be studied closely because it entailed "all kinds of ramifications" and nothing "concrete or specific" had come to the surface.

Mr. Lehrbas said he had seen no indication of how such a reorganization plan would work with respect to OII activities — who would be responsible for policy, who would run it, how personnel would be classified.

Envisioned in the Rogers-Bundy recommendation is a public or semi-public corporation which would take over actual "Voice" operations. To be financed largely by public funds, it would consist of representatives from various allied fields, including radio networks.

Here again, Mr. Lehrbas pointed out, a clarification of the purported Rogers-Bundy provisions is needed, inasmuch as OII supervision embraces both press and motion pictures in foreign countries.

The plan, which paves the way for a private organization to handle shortwave broadcasting, is similar to one proposed in early 1946 by William Benton, former Assistant Secretary of State in charge of public affairs.

Testifying before a House appropriations sub-committee, Mr. Benton urged that international shortwave broadcasting "should be set up and handled by a separate organization" and that "we should get out of the department" [BROADCASTING, April 15, 1946].

He added that the State Dept. planned to relinquish its broadcasting activities as of June 30, 1946, a move never realized as Congress later was to consign foreign broadcasting to the radio networks. They (NBC and CBS), in turn, dropped most shortwave activities Oct. 1 [BROADCASTING, July 5].

Other solutions were offered as alternatives to Mr. Benton's plan. One entailed a suggested private dividend corporation in which licensees would pool interests.

Another plan, also put forth by Dr. Arthur W. Macmahon, State Dept. consultant, was outright government ownership and operation.

Still another suggested was complete government withdrawal and return to private operators.

NAB President Justin Miller made his position clear in an ad-

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

The market in WDBJ's total BMB coverage area represents 35.73% of Virginia's *total buying power.* (And 7.90% of West Virginia's).

In 50% or better BMB coverage WDBJ sells to 23.7% of Virginia's buying power. **Ask Free & Peters!**

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., *National Representatives*

WSLI
JACKSON
MISSISSIPPI
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

gress before the NAB convention in Atlantic City last year. He favored government subsidy as "the only alternative to government broadcasting itself." Such a subsidy, he pointed out, would put the U. S. on a footing equal to that of government-owned and subsidized systems of other countries.

It was generally recognized that foreign transmission from America could not be maintained on a commercial basis at the present time," he added.

Judge Miller asserted: "This, in fact, is the way in which the 'Voice of America' has been supported and the way in which it must be supported in the future. But why not such a subsidy? We have, in the past, subsidized our merchant marine. . . . Is it not perhaps as important to make possible private operation of international radio broadcasting, as it is to maintain private operation of airmail and of our private merchant marine? . . .

"Regardless of the merits of the particular suggestions, do you not think the free broadcasters of America should be helping to shape public opinion concerning them and helping the people to decide the question, properly, instead of leaving the question to our State Dept. and to representatives of government broadcasting throughout the world?"

More recently Judge Miller indicated that, as head of NAB, he would like to see more responsibility placed in the hands of private broadcasters and that they should display more initiative in the direction of international shortwave activities.

He appeared as a guest on ABC's informal *Youth Asks the Government* program Oct. 26.

The task force recommendation also would provide for an assistant secretary of public affairs to handle all public information. Michael McDermott, State Dept. press chief, who now reports directly to State Secretary Marshall, would report to the assistant secretary under the plan.

WCOP Boston will be host to a television service clinic Dec. 15 and 16. GE Electric Supply Corp., is conducting the clinic.

NBC AFFILIATE

WORZ

ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

TV AD IMPACT

Terrific, Cooley Tells ATS

WHEN a one-minute video commercial broadcast on the wrong day and at the wrong time—and with the first 20 seconds cropped off by mistake—pulls 44 requests in response to an offer that requires a box top and 25 cents with each request, who can question the impact of television advertising?

The above offer, of a nylon dog leash, made during a film commercial for Milk-Bone, was described by Lee Cooley, director of television, McCann-Erickson, New York, Wednesday evening during a film forum of American Television Society in New York.

When the Milk-Bone spot series eventually got underway as daily telecasts, it pulled more than 1,000 requests the first week, Mr. Cooley postscripted.

Mr. Cooley, who showed film commercials prepared by his agency for Swift and National Biscuit Co., said that with today's limited TV circulation they regard the 30 film spots made to date as experiments with TV commercial practice rather than as actual selling tools.

Learned by Research

Among the things learned, he said, is that while the rules of good picture composition are as true for the 52 square-inch picture of the average TV set as for a movie theater screen, the smaller video picture cannot show so many items effectively.

Another fact turned up by the agency's research into TV commercials, he reported, is that they cannot be repeated so frequently as radio spots.

McCann-Erickson now holds a spot to a maximum of two showings during a 12-week series, he said, adding that they are pretesting their film commercials with panel groups using the Stanton-Lazarsfeld program analyzer to get further information about this and other facets of film commercials.

William S. Hedges, NBC vice president, suggested that the amount of repetition a video spot can stand depends on its content, citing the Lucky Strike marching cigarette spots as commercials which can be seen many times by the same audience without wearing out their welcome.

Mr. Hedges advocated the use of film commercials on live network video programs as the best plan for the national advertiser today.

The distribution of film programs for television should not follow the sound broadcasting procedure of sending individual records to each station being used, according to Jay Williams, television director, Film Equities Corp.

Taking a series of 13 half-hour TV programs to go on 100 stations as an example, he proposed that instead of making 100 prints of each program only ten prints be made, so that in any given week ten different programs would be aired, each on ten stations.

They would then exchange prints until at the end of the series each station would have broadcast all the programs but not in the same order. With prints priced at $30 each, this method would provide an appreciable saving for a sponsor, he said.

"By taking the best things from magazine advertising and the best from radio commercials we should be able to produce perfect television ads for any product," Winslow H. Case, senior vice president, Campbell-Ewald Co., said in a talk which was read by Leo Langlois, television production manager of the agency, when Mr. Case had unexpectedly been called out of town.

He warned, however, that the reverse can be just as true. Mr. Langlois showed film commercials used on the Chevrolet telecasts.

Donald Hyndman, past president, Society of Motion Picture Engineers, outlined the various processes of large screen theater television, using kinescopic recordings made by Paramount Pictures as illustration.

Camera lenses were discussed by Rudolph Kingslake, chief lens designer, Eastman Kodak Co. Emerson Yorke, independent TV film producer and chairman of the ATS film committee, presided.

TV for Morale

POSSIBILITIES of television as a therapeutic "cure-all" loomed last week when doctors at Seaview Hospital, Staten Island, N. Y., pronounced an ill mother definitely improved after a video viewing of her two-year old child, whom she had not seen in 15 months. Mrs. Christina Acevedo, a tuberculosis patient, watched from a wheel-chair her daughter's second birthday celebration from the Grand Central Terminal Building studios of WCBS-TV New York. The experiment was part of the *CBS Television News with Douglas Edwards*, Monday-Friday, 7:30-7:45 p.m.

MAGNAVOX Co., Fort Wayne, Ind., offers new three-way AM, FM radio, phonograph equipped to play long-playing records and TV combination. Retail price is $695 for complete unit.

RCA TUBES ...

RCA 892-R air-cooled power triode

the standard of comparison...

RCA air-cooled radiator type tubes

● Air-cooled radiator type tubes for AM and FM, pioneered by RCA, are famous for their on-the-air dependability and long service life. The ever-increasing demand for these tubes enables us to build them in quantity—better than ever—through improved manufacturing techniques and thorough quality control.

A wide line in all power classes, including the well-known RCA-7C24, 889-RA, 891-R, 892-R, 9C22, 5592, and 5671, is now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section LP36-1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Look to your
RAYTHEON
REPRESENTATIVE
for all your needs

NEW ENGLAND
Raytheon Manufacturing Co.
Waltham 54, Mass.
WA. 5-5860, Ex. 422

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

CHICAGO 6, ILLINOIS
Warren Cozzens
Ben Farmer
222 West Adams Street
Ran. 7457

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 7-1550

SAN FRANCISCO, CALIFORNIA
Raytheon Manufacturing Co.
49 California Street
Sutter 1-0475

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

WILMINGTON, CALIFORNIA
Raytheon Manufacturing Co.
404 North Avalon Blvd.
Terminal 4-1721

RAYTHEON
MANUFACTURING COMPANY
Waltham 54, Massachusetts
RAYTHEON
Excellence in Electronics
Complete AM, FM, TV
Station Equipment
• • •
Microwave Relays

Open Mike

(Continued from page 14)

tiveness of television as compared to radio.

The Chinese have a saying that "One picture is worth 10,000 words." Television throws pictures at you at the rate of 30 per second. You figure it out!

E. B. Lyford
Asst. Mgr.,
Station Relations
NBC New York

For TV Thesis

EDITOR, BROADCASTING:

I would greatly appreciate your sending me the following copies of your publication, BROADCASTING-TELECASTING [list of eight issues].

There are several articles in these magazines which I wish to quote in the preparation of my graduate thesis on television. . . .

J. Curry Lamar
College of Business Admn.
Syracuse U.
Syracuse, N. Y.

* * *

AFRA Position

[*See Editorial, page 50*]

EDITOR, BROADCASTING:

Your editorial in the Nov. 22 issue about AFRA continues to reflect the vituperative and biased position taken by your publication toward AFRA, the AFM and any other labor organization which dares to act in the interests of its members and counter to the wishes of the NAB.

This letter is in protest against your editorial which failed to recognize the problems faced by radio artists (who are also part of the broadcasting industry) and their urgent need for protection from the many incursions which have taken place in the past year or so.

AFRA as an organization has never been in favor of featherbedding or other such practices which you deem to be reprehensible. However, there is serious unemployment among radio artists and it must be recognized by those responsible employers who understand that no industry can be healthy if its pool of talent is constantly ravaged by unemployment and insecurity.

In the two instances you mention, the Arthur Godfrey show and the Navy recruiting program, it must be remembered that AFRA has not instituted new ideas nor established new policies. These are contract provisions which have been enforced for many years, to which all employers subscribe.

AFRA at no time prohibited musicians from laughing at Arthur Godfrey's jokes. We would do nothing to discourage either the musicians or his audience from thoroughly enjoying the remarks made on this program. But we do have provisions in our agreements which state quite specifically that when anyone sings on a program, he must be paid the applicable singer's scale.

In the Navy recruiting case, AFRA again is not instituting a new policy. We will bow to no organization when it comes to matching our record during the war and the hundreds of voluntary appearances made by our members to help support the many governmental agencies in rallying and sustaining the morale of the American public.

But what about the hundreds of broadcasting stations which are to receive first-rate entertainment without having to expend any money at all? We are getting a little tired of having many radio stations relieved of their responsibility of programming in the public interest by very gallantly accepting recordings from government agencies which are played without any cost incurred by the station. Do these stations expect that in the face of recordings played throughout the day and night, AFRA, representing live artists, will willingly broaden this base in those instances where it at least has the right to prohibit such re-use?

It would appear to us that a publication such as yours should at least attempt to enlighten many of your readers on the problems of radio employes. It should be unnecessary for me to have to write this letter, because we believe that you can be of great value in cementing understanding and unity of interest between labor and management, instead of creating division, suspicion and fear where none should exist.

George Heller
Nat'l Exec. Secretary
AFRA, New York.

* * *

FTC Ad Probe Story

EDITOR, BROADCASTING:

In your current issue (Nov. 29) you refer to figures on investigations of advertising by the FTC, given in an article by Chairman Robert E. Freer in the *Food, Drug and Cosmetic Law Quarterly.*

I would like to point out that these figures are also contained in the article by Donald B. Gatling, Chief of the FTC's Division of Radio and Periodical Advertising, appearing in the September issue of the *Federal Communications Bar Journal.*

Incidentally your article is somewhat misleading. The figure of 11,119 advertisements refers only to newspaper and periodical advertisements and does not, as might be inferred, include the 8,819 radio commercials also studied.

John W. Willis
Editor
Federal Communications
Bar Journal
Pike, Fischer & Willis
Washington, D. C.

Transit FM

EDITOR, BROADCASTING:

You, no doubt, will be interested in Fitzpatrick's cartoon in the Nov. 29 *St. Louis Post-Dispatch*, expressing his ideas on FM music in street cars and busses.

Judging from the letters we publish in our "Letters From the People" column, there are many riders who are not very enthusiastic.

George M. Burbach
General Manager
KSD KSD-FM St. Louis

Ameche to Emcee

DON AMECHE has been signed again to m.c. the Elgin American seventh annual two-hour Christmas Day show on NBC. Other talent includes Bob Hope, Al Jolson, Edgar Bergen, Cass Daley, Lauritz Melchior, Ozzie and Harriet Nelson, Danny Thomas, Jo Stafford, Red Ingle, Sandra Berkova. Robert Armbruster is music director. John Christ and Earl Ebi will direct and Ed Helwick will handle the script. Estimated talent and production cost for show is $50,000.

WJBK-TV Detroit, held its first studio show on Nov. 29, when a new thrice-weekly comedy program featuring Joe Gentile and Ralph Binge started.

Promotion

WOL Washington, "big four" disc personalities, Art Brown, John Ball, Mike Hunnicutt and Bob Knight have started a joint station promotion to collect 15,000 toys for Washington's underprivileged children. The four, together with WOL food editor Meredith Young, have set up a series of appeals to determine which can assemble the largest group of toys for distribution on Christmas Eve. Station has established "Christmas Headquarters" at 1603 K St., to which toys are being brought by listeners, and where the station's five personalities make daily personal appearances with civic leaders as guests. In addition, periodic "toy reports" are being featured on all WOL newscasts.

Basketball Promotion

WMGM New York's 1948-49 basketball coverage will be publicized by 500 window streamers to be distributed throughout Nedick's, New York restaurants and stands in the greater New York area. Prepared in cooperation with food chain, which shares with P. Lorillard Co., New York (Old Gold), sponsorship of the station's college and pro basketball broadcasts, promotion piece combines Nedick's "Little Nick" trademark with WMGM's 1050 dial spot and "call letters of the stars" identification.

'More Power'

TO ANNOUNCE its increase in power (BROADCASTING, Nov. 29) KSD St. Louis, has distributed a four page newspaper-like sheet entitled "More Power." Articles on programs, personalities, coming features and new power status were regrouped and reprinted from stories appearing in the Nov. 21 editions of the St. Louis *Post-Dispatch*, licensee of KSD and its affiliate TV and FM stations.

Best Teacher

BEST TEACHER contest being sponsored by *Quiz Kids* (NBC, 3 p.m. CST, Miles Labs. for Alka Seltzer), offers for first time a two-week tour of Canada, Mexico and the West Coast to the student who submits the winning letter on "The Teacher Who Has Helped Me Most." In addition to the trip, which a parent of the winner receives also, the student will win $1,000 Security Bond. "The Best Teacher of 1949" will be awarded the regular $2,500 cash scholarship award for study at a university or college of his choice and a one-week vacation by air to Miami Beach.

WKNB-FM Entertains

TO PROMOTE the fact that it is shifting to fulltime service, WKNB-FM, new RRN affiliate in Hartford, Conn., entertained at luncheon last month 100 leading farmers, farm educators, county agents and farm organization executives of the state. Program for luncheon was based around questions from guests on the why's and wherefore's of RRN. Climax came when WKNB-FM announced it was changing its call letters to WFHA on Dec. 12, when it officially joins the network.

Mystery Contest

LATEST promotion scheme at WJHP Jacksonville, Fla., is a daily "mystery program" contest. Each morning between 9:30 and 10 a.m. Ron Tuten, m.c. of daily disc and humor show, *The Sunny Side*, gives a clue to a "mystery" program which is heard at some time during the week over WJHP. One of the listeners who has mailed his phone number to Mr. Tuten is then called and asked to identify the program. Clues consist of recorded excerpts from the "mystery" program or theme songs, and when consolation prizes of threatre passes are mailed to unsuccessful contestants a promotion letter telling about the "mystery program," whatever it happens to be, is enclosed.

'Topper' Makes Debut

KFH and KFH-FM Wichita, Kan., has entered the magazine business. Last month stations' distributed first edition of its new monthly publication, *Topper*. Sheet is devoted to news of KFH, its personnel and its programs, and each month features a "personality of the month."

Teen Club of WVET

TEEN-AGERS of Rochester, N. Y., are fast finding out that Saturday afternoons aren't so dull after all. The reason—WVET Rochester's "Hi-Teen Club." Youngsters are offered two hours of dancing, entertainment and door prizes. Show is emceed by disc jockey Bill Dorn, and comedian Keith Sheriff. In addition to fun provided by these "Hi-Teen Twins," big-name recording stars are slated for personal appearances. Club is sponsored by RCA Victor dealers of Rochester.

Dial 6-4441

YOUNGSTERS in Syracuse have only to dial 6-4441 to talk to Santa Claus. That's the telephone number at WSYR Syracuse, where Santa is on duty, Monday through Saturday, 2-5 p.m. Three part-time Santas chat with children about newest toys, and in addition urge them to be careful when crossing streets, to obey their parents, and to be good generally.

Personnel

CHARLES A. WILSON has joined sales promotion staff of WGN Chicago. He was formerly with Dancer-Fitzgerald-Sample, Chicago, as supervisor of General Mills research and assistant to promotion manager.

JAMES N. WILLINGHAM has been appointed promotion, publicity, public relations manager for WIRE Indianapolis. He was formerly in advertising and public relations division at Kingan & Co., meat packers, that city.

Mr. Willingham

JOHN BONDESON has joined WOL Washington as promotion and publicity manager. He had been with WREN Topeka, Kan., for past ten years in a similar capacity before assuming his new post.

WALLY HUTCHINSON, formerly with Consultants Ltd., San Francisco, has joined KGO same city as assistant to advertising promotion and publicity manager.

SCHUYLER G. CHAPIN, WNBC New York, field promotion supervisor, is the father of a boy.

MILO RYAN, assistant professor of journalism at U. of Washington, has joined KIRO Seattle as promotion director. He will continue to teach one class in radio news at the university.

AL ANSCOMBE, director of public relations at WKBW Buffalo, N. Y., has been appointed chairman of a special Publicity Advisory Committee for Buffalo Junior Chamber of Commerce.

546 foot insulated vertical radiator with four section RCA pylon above, at **Radio Station WTPS, New Orleans, La.** *We invite your inquiries for AM-FM-TV towers.*

LEHIGH STRUCTURAL STEEL CO.
17 Battery Place, NYC

EYE APPEAL as well as LISTENER INTEREST

RADIO PICTURE ALBUMS

FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

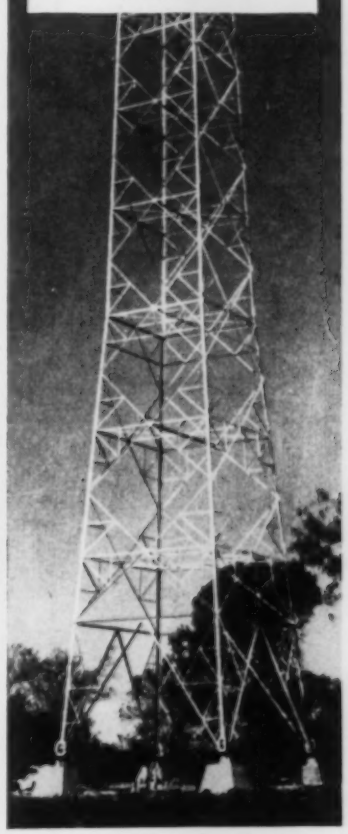
Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.
Phone 4-5262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois



IN THE Unique SPOKANE MARKET

Ranking 22nd Among Cities with Populations of 100,000 to 250,000, Spokane Ranks Fifth in This Group for Net Effective Buying Income Per Capita.

• From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

ACTIONS OF THE FCC

NOVEMBER 26 to DECEMBER 2

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

November 26 Applications . . .

ACCEPTED FOR FILING

SSA—1490 kc

WMRO Aurora, Ill.—SSA 1490 kc 250 w unl. for period not to exceed 6 mo.

AM—1420 kc

WLCS Baton Rouge, La.—CP change from 1400 kc 250 w unl. to 1420 kc 1 kw unl. DA-DN, change trans. site.

Assignment of License

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to The Town Crier Bcstrs. Inc.

Modification of CP

KOH Reno, Nev.—Mod. CP increase power etc. for extension of completion date.

KICA-FM Des Moines—Mod. CP new FM station for extension of completion date.

WREV-FM Reidsville, N. C.—Same.

WRRN-FM Warren, Ohio—Same.

WMCF Memphis, Tenn.—Same.

KSCJ-FM Sioux City, Iowa—Mod. CP new FM station to change ERP from 280 to 361 kw, ant. height above average terrain from 515 to 451 ft.

WCNR-FM Bloomsburg, Pa.—Mod. CP new FM station to change ERP to 0.675 kw, ant. height above average terrain to 156.5 ft.

Assignment of CP

KXYZ-FM Houston, Tex.—Assignment of CP from Harris County Broadcast Co. to Shamrock Bcstg. Co.

KFDX-FM Wichita Falls, Tex.—Assignment of CP from Darrold Alexander Dannan tr/as Wichtex Bcstg. Co. to Wichtex Radio and Television Co.

Modification of CP

WNAC-TV Boston—Mod. CP new commercial TV station for extension of completion date.

Assignment of CP

WRTB Waltham, Mass.—Assignment of CP new commercial TV station from Raytheon Mfg. Co. to CBS.

TENDERED FOR FILING

AM—1490 kc

WCUM Cumberland, Md.—CP increase power from 100 w to 250 w.

Assignment of License

WGL Fort Wayne, Ind.—Assignment of license from Farnsworth Television and Radio Corp. to News-Sentinel Bcstg. Co. Inc.

WROL WROL-FM Knoxville, Tenn.—Assignment of AM license and FM CP from S. E. Adcock d/b as Stuart Bcstg. Co. to Knoxville Pub. Co.

Modification of License

KFRM Kansas City—Mod. license to increase licensed tolerance in direction of KFYR.

APPLICATION DISMISSED

AM—690 kc

Robert Dolph, Robert McCollum and J. T. Price Jr. d/b as The Longmont-Loveland Bcstg. Co., Longmont, Col.—DISMISSED Nov. 23 application for 690 kc 1 kw D.

November 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WIBC Indianapolis—Mod. CP increase power etc. for extension of completion date.

WHKC Columbus, Ohio—Same.

WCBM Baltimore—Mod. CP change frequency, increase power, etc., for extension of completion date.

WLBW Lynchburg, Va.—Mod. CP new AM station for extension of completion date.

License for CP

WRJM Newport, R. I.—License to cover CP new AM station.

Assignment of License

WBTH Williamson, W. Va.—Assignment of license from Williamson Bcstg. Corp. to Mingo Bcstg. Corp.

Modification of CP

WMAR-TV Baltimore—Mod. CP new commercial TV station for extension of completion date.

KFI-TV Los Angeles—Same.

TENDERED FOR FILING

AM—1320 kc

WABB Mobile, Ala.—CP change from 1480 kc to 1320 kc and make changes in DA.

November 30 Decisions . . .

ACTIONS ON MOTIONS BY COMMISSIONER HYDE

Lowell Sun Pub. Co., Lowell, Mass.—Granted petition to dismiss without prejudice application.

Shelby Bcstg. Co., Center, Tex.—Commission on own motion, advanced hearing presently scheduled Dec. 20 at Center, Tex., to Dec. 10 at that place.

WBIG Greensboro, N. C.—Granted petition for leave to intervene in hearing on application of WMMW Meriden, Conn.

Larus & Bro. Co. Inc., Richmond, Va.—Granted petition for leave to amend TV application to add revised information concerning applicant corporation's finances.

Ottawa Bcstg. Co., Ottawa, Kan.—Granted petition for leave to amend application to add supplemental engineering statement re field intensity measurements.

Moraine Bcstrs. Inc., Dayton, Ohio—Granted petition to dismiss without prejudice application.

United Bcstg. Corp., Pittsburgh—Granted petition for extension of time to Dec. 20 within which to file exceptions to proposed decision in re application.

Antelope Valley Bcstg. Co., Lancaster, Calif.—Commission on own motion continued hearing presently scheduled Dec. 6 at Lancaster, to Jan. 26, 1949, at that place, in re Doc. 8847 8848.

WMEX Boston—Denied petition requesting that issues stated in Commission's order of April 29, 1948, designating for hearing application of WMEX for renewal and transfer of control, be stricken. Also granted in part motion requesting bill of particulars and mod. of issues stated in Commission's order adopted April 29, designating for hearing application for renewal and transfer of control of WMEX, and said issues were clarified and restated, and hearing was continued to Dec. 13.

John J. Dempsey—Continued hearing presently scheduled Dec. 15 at Albuquerque, to Jan. 12, 1949, at that place.

BY THE SECRETARY

WSRS Cleveland Heights, Ohio—Granted license changes in vertical ant.

WLEU Erie, Pa.—Granted CP install new trans.

KDET Center, Tex.—Granted mod. CP for approval of ant. and trans. location, and specify studio location and change type trans.

WPIT Pittsburgh—Granted license changes in vertical ant. and mount FM ant. on AM tower.

WCFL Chicago—Granted license increase power, install new trans. and change in DA-DN. Granted license install new aux. trans. at present site of main trans., employing DA-DN.

Paramount Television Productions Inc., Los Angeles—Granted CP and license for new exp. TV relay W6XCM.

Maine Bcstg. Co., Area Bangor, Me.—Granted CP new remote pickup station WFXM.

The Outlet Co., Providence, R. I.—Granted CP for new experimental TV relay W1XLO.

Pacific Bcstg. Co., San Francisco—Granted CP for new STL KKIU.

E. D. Rivers, Area Valdosta, Ga.—Granted request for reinstatement of CP new remote pickup WRIM.

Rural Radio Network Inc., Area Ithaca, N. Y.—Granted CP new remote pickup WFKS-L.

WCFL Chicago—Granted mod. CP to change from DA-1 to DA-2.

WAAT Newark, N. J.—Granted mod. CP to use presently licensed 1kw trans. as main trans. for N.

Following were granted mod. CPs for extension of completion dates as shown: KECK-FM Odessa, Tex., to 3-14-49; WCLC-FM Clarksville, Tenn., to 6-15-49; WHTM Rochester, N. Y., to 6-5-49; WTOC-FM Savannah, Ga., to 6-18-49; WFMJ-FM Youngstown, Ohio, to 3-1-49; WNEX-FM Macon, Ga., to 2-18-49; KFMV Los Angeles, to 12-15-48; WBLK-FM Clarksburg, W. Va., to 3-9-49; WJZ-FM New York, to 6-16-49.

National Bcstg. Co. Inc., Area New York—Granted CP and license for new exp. TV relay K2XES.

WIPR-FM Puerto Rico Communications Authority, San Juan, P. R.—Granted request to withdraw CP for new station at Rio Piedras.

WFLB-FM Fayetteville Bcstrs Inc., Fayetteville, N. C.—Granted request to cancel FM CP without prejudice.

WIRJ Humboldt, Tenn.—Granted mod. CP to change type trans. and for approval of ant. and trans. site.

WJAC-TV Johnstown, Pa.—Granted mod. CP for extension of completion date to 4-30-49.

WTCN-TV Minneapolis—Same.

November 30 Applications . . .

ACCEPTED FOR FILING

License for CP

WIBB Macon, Ga.—License to cover CP new AM station.

WBKA Brockton, Mass.—Same.

Modification of CP

WFEC Miami, Fla.—Mod. CP new AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl. AMENDED re stockholders.

CP to Reinstate

WRLD-FM Lanett, Ala.—CP to reinstate CP new FM station.

License for CP

KFMY Fort Dodge, Iowa—License to cover CP new FM station.

WPPA-FM Pottsville, Pa.—Same.

License Renewal

License renewal applications were filed for WHFB-FM Benton Harbor Mich.; WCEC-FM Rocky Mount, N. C. and KWIL-FM Albany, Ore.

(Continued on page 85)

1 GETS YOU FOUR on WBNX

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

the answer to your Christmas gift problems...

BROADCASTING-Telecasting
at these *lower* rates

$7.for the 1st gift $6.for the 2nd
$5.each additional gift

RADIO-TV STATIONS—Alert your staff to today's challenging developments. BROADCASTING reports up-to-the-minute radio-important news, trimmed of all non-essentials. And it carries more radio-TV news than any other journal.

AGENCIES and ADVERTISERS—for the latest *first* its BROADCASTING across the board. Admen look for these regular features: *Telestatus Reports*—ideas, news and figures on TV's pitfalls, plans and progress; *AM & FM Showsheets*—what's on the nets, time, sponsors, adjacencies and availabilities; *Agencies*—personnel changes, mergers, new firms; Sale$Succes$—how it's done; *New Business*—what's new and renewed; plus the *Continuing Study of Major Radio Markets.*

STUDENTS—Required text at 31 leading radio schools and universities, BROADCASTING enables students to study workaday radio at close range. Only BROADCASTING covers all radio—how it works and how it's merchandized. BROADCASTING *today* means better broadcasters and brighter futures tomorrow.

Remember, when you give BROADCASTING you give the finest in radio for 52 weeks, plus the 1949 Yearbook—radio's encyclopedia.

Save yourself time and money; pay in January. Simply snip the handy coupons at the right. But do it *now* so we can announce your Christmas gift on time.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
870 NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:
NAME
FIRM
☐ HOME
☐ BUS. ADD.
CITY STATE
BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:
NAME
FIRM
☐ HOME
☐ BUS. ADD.
CITY STATE
BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:
NAME
FIRM
☐ HOME
☐ BUS. ADD.
CITY STATE
BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:
NAME
FIRM
☐ HOME
☐ BUS. ADD.
CITY STATE
BILL ME:

BROADCASTING NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

SEND **BROADCASTING** AS MY GIFT TO:
NAME
FIRM
☐ HOME
☐ BUS. ADD.
CITY STATE
BILL ME:

XUM

RADIOMEN

On Press Club Committees

SEVERAL Seattle radiomen have been named to committees of the Washington State Press Club for 1949, according to Clark Squire, Collector of Internal Revenue and newly elected president of the club.

Among station executives and personnel appointed are:

Radio committee — Lincoln Miller, KXA, chairman; Phil Reilly, KIRO; Homer Pope, KJR, and Millard Ireland, KOMO.

"News Conference" planning committee—Robert Ackerley, KJR, chairman; John King, radio director, Washington State Grange; George Dean, KOMO.

Entertainment committee — Carroll Foster, KIRO, chairman, and Tubby Clark, KIRO.

Radio awards committee — Maury Rider, KIRO, chairman; Maitland Jordan, KJR; Richard E. Green, KOMO; Carroll Foster, KIRO; Paul Moore, KJR; Lincoln Miller, KXA, and Robert Ackerley, KJR.

Advertising agency men on Press Club committees include:

Anthony F. Moitoret, Braun & Co., public relations committee; Sidney Copeland, Mac Wilkins, Cole and Weber, chairman, advertising committee, which also includes Ray W. Felton of the Felton agency, Dave Crockett of McPherson and Crockett, Jerry Crollard of Ruthrauff & Ryan, Jack Keene of Keene and Keene, and James R. Lunke of James R. Lunke Assoc.; Bill Ward of Strang & Prosser, radio awards committee; Marlowe Hartung, Wallace MacKay Agency, "Ale and Quail" committee.

Production

WILLIAM GIBBS has joined NBC Hollywood as continuity editor. He replaces **HAL MOLFF**, recently resigned to join Adolphe Wenland & Assoc., Los Angeles.

ALAN SANDS, freelance writer, has been signed to write *Packard-Bell Television Talent Test* on KFI-TV Los Angeles.

DON FRANKLIN, announcer at WMAN Mansfield, Ohio, is the father of a boy.

LOIS VANDERHOFF has joined music department of KRNT Des Moines. She was formerly with KWIN that city.

BOB JAMES has joined WMAN Mansfield, Ohio, as night announcer.

CHARLOTTE NUTT has joined WHBF Rock Island, Ill., as director of continuity.

PAULA GRUNBLATT, who served with BBC in England during the war, has joined program staff of WWDC Washington.

FRED McCALL, former program director of KVAL Brownsville, Tex., has joined announcing staff of WOAI San Antonio, Tex.

JACK ENO, WKBW Buffalo, N. Y., will direct presentations of Lake Shore Players, radio stock company, over that station.

EARL HARDER, program, sales and service manager for WNBC and WNBT (TV) New York, and **JEAN GLYNN**, of NBC guest relations staff, were married Nov. 25.

LEE HON has been appointed manager of program operations at WBBM Chicago. He has been with station's engineering department for several years.

JOHN HANLEY, former announcer-producer at WLBR Lebanon, Pa., has joined production staff of WCFM (FM) Washington.

LARRY MANSFIELD has joined WSPB Sarasota, Fla., as announcer.

VIRGINIA CROSS has joined that station as traffic manager.

HOWARD Van VOORHIS, announcer at WLBR Lebanon, Pa., is the father of a boy.

RAY NIELAN, m.c. of *The Musical Storybook* on WKNB New Britain, Conn., has been appointed program director of WFHA, WKNB's FM affiliate. Other personnel changes include: **AUDREY JACKSON** as traffic manager of both stations, and **BERNIE MOORE**, disc jockey, as production manager.

JAY FARAGHAN, program director at WGN-TV Chicago, is father of a girl, Jo Ellen.

CURLY BRAY, one of the WHBF Rock Island, Ill., *Buddies of the Airlanes*, is the father of a boy, James Alger.

DISC CONTEST

KFH Market Editor Winner

BRUCE BEHYMER, market editor of KFH Wichita, Kan., has received an award from the American Assn. of Agricultural College Editors for a transcription he made with a county agent.

The transcription, entitled *A Chat With Your County Agent*, was entered at the association's meeting in Pullman, Wash., last March 6.

KNOE Transmitter

CONSTRUCTION has started on new transmitter site of KNOE Monroe, La., Robert W. Dumm, station's general manager, announced last week. The announcement followed FCC authorization for KNOE to increase power from 250 w to 5 kw and to move from 1230 kc to 1390 kc [BROADCASTING, Nov. 29]. Mr. Dumm said the new KNOE operation will employ a four-tower phased antenna system. KNOE is licensed to James A. Noe, former Louisiana Governor, who also owns WNOE New Orleans.

NARND POSTS

42 Named to Committees

APPOINTMENT of 42 members to seven standing committees of the National Assn. of Radio News Directors was made Dec. 5 by NARND president Sig Mickelson, news director of WCCO Minneapolis.

A new committee was formed to conduct research in the facsimile field. This will be headed by Bruce Barrington of KXOK St. Louis, who will be assisted by John Bills of WQAM Miami, Fla., and other members to be appointed at a later date.

Public relations for the organization will be under the direction of John F. Hogan, news director of WCSH Portland, Me.

Committee posts, assigned by the association's board of directors, will be retained over the next 12-month period.

The standards committee, which will formulate a proposed code of ethics for NARND, is headed by Tom Eaton of WTIC Hartford, Conn. Committee members are J. Edgar Kirk, WPTF Raleigh, N. C.; Rex Davis, KMOX St. Louis; Pat Flaherty, KPRC Houston; Sheldon Peterson, KLZ Denver; F. O. Carver Jr., WSJS Winston-Salem, N. C., and Charles Hilton, KGLO Mason City, Iowa.

Orrin Melton of KSOO Sioux Falls, S. D., was appointed chairman of the membership committee, members of which are Ben Chatfield, WMAZ Macon, Ga.; Lee Coney, WLCS Baton Rouge; Wayne Kearl, KSL Salt Lake City; Bob Lyle, WLS Chicago; Bud Neble, KFAB Omaha, and Patrick Cullen, KHQ Spokane.

Other committees, their chairmen and members are as follows:

Education committee: Jack Krueger, WTMJ Milwaukee, chairman. Members: Bob Redeen, WOC Davenport, Iowa; Paul Ziemer, WKBH La Crosse, Wis.; Art Barnes, WSUI Iowa City; Mitchell Charnley, KUOM Minneapolis; Donald Brown, U. of Illinois; Edward Lambert, KFRU Columbia, Mo., and Baskette Mosse, WEAW Evanston, Ill.

Awards committee: Erle Smith, KMBC Kansas City, Mo., chairman. Members: Jim Bormann, WMT Cedar Rapids, Iowa; Bill Tompkins, WROW Albany, N. Y.; Ken Miller, KVOO Tulsa; Chuck Harrison, WHBF Rock Island, Ill.; Mort Linder, WSBT South Bend, Ind., and Richard Oberlin, WHAS Louisville.

Television committee: James Lawrence, KSD-TV St. Louis, chairman. Members: Sid Pietzsch, WFAA Dallas; Walter Paschall, WSB-TV Atlanta, and Jack Knell, WBT Charlotte, N. C.

Small stations committee: Serene Gammell, WTHT Hartford, Conn., chairman. Members: Fred M. Hinshaw, WLBC Muncie, Ind.; Tim O'Sullivan, WGL Fort Wayne; John Sabin, WTMV East St. Louis, Ill.; Ken Peterson, KVFD Fort Dodge, Iowa, and Joe Eaton, WLBZ Bangor, Me.

Philco Dividend

PHILCO Corp. directors have declared a special 7% year-end dividend on common stock. Dividend will be paid in common stock, as well as the regular quarterly payment of 50 cents a share. Both are payable Dec. 14 to stockholders of record Dec. 3. The regular quarterly dividend of 93¾ cents a share on the preferred was also declared.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements at any time
RCA COMMUNICATIONS, INC.
Riverhead, N. Y.—Riverhead 2290
Point Reyes, Cal.—Inverness 82

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

THE MOST SPECTACULAR TRANSCRIBED MUSICAL SHOW EVER PRODUCED
THE MUSICAL COMEDY THEATRE
52 GREAT HALF-HOUR SHOWS
Musical comedies and operettas by Gershwin, Friml, Romberg, and others, featuring Mixed Glee Club, Featured Vocalists, and full Concert Orchestra.
For Particulars
CHARLES MICHELSON, INC.
23 West 47th St. • New York 19, N.Y.
Phone: PLaza 7-0695

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
LIttle Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D .C.

Worthington C. Lent
Consulting Engineers
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

MERL SAXON
203 W. Hutchison Street
Telephone 888 or 211
San Marco, Texas

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Network affiliate in one of the southwest's larger cities has opening for an experienced manager who can also head sales department. Good salary and working conditions. Box 413, BROADCASTING.

CBS affiliate in city of 65,000 has opening for experienced station manager. Must know local selling and programming. Married man preferred. Excellent opportunity for right man to grow with property (AM & FM). Send full details first letter to Box 448, BROADCASTING.

Announcers

Combination announcer-engineer with first class ticket by Hudson Valley independent 250 watt, fulltime station. Accent on announcing, forty hour week with twenty as combination. Must have experience announcing. Box 418, BROADCASTING.

Announcer-engineer with emphasis on announcing, Rocky Mountain network station. Send disc and full information. Box 372, BROADCASTING.

Combination announcer-engineer, with first class ticket, wanted by progressive network station. Start at $60.00. No students need apply. Submit audition disc to Doyle Osman, KXO, El Centro, Calif.

5000 watt, CBS affiliate, has opening experienced mature staff announcer. Education, good references paramount. J. D. Swan, WCAX, Burlington, Vermont.

NBC Gulf Coast station needs experienced announcer. Substantial opportunity for substantial man. Give full information. Apply Box 401, BROADCASTING.

$75.00 weekly for thoroughly experienced combination announcer-engineer. Don't apply unless thoroughly experienced in both. Aggressive southern network affiliate. Send audition disc, snapshot, references. Box 446, BROADCASTING.

Technical

Engineer, first phone ticket. Single man preferred because of local housing shortage. State salary requirements, experience, full background and employment record first letter. W. W. Walrath, Manager, WICA, Inc., Ashtabula, Ohio.

Staff technician, 5000 watt DA Albuquerque, New Mexico, KGGM.

Engineer-announcer—1st class license $225.00 start per month. Write John M. Spottswood, WKWF, Key West, Florida. Send full particulars including snapshot.

Chief engineer wanted—250 watt, fulltime network midwest small market station desires experienced, industrious, loyal chief. Must be neat in workmanship, proud of perfection, reliable beyond reproach. Permanent to right man. Start at $70. Address full reply and picture to Box 350, BROADCASTING.

California television station needs transmitter engineer and studio engineer. Considerable experience required. Inexperienced persons please do not reply. Box 347, BROADCASTING.

Wanted—12 radio broadcast technicians with radio telephone first class licenses, to begin work within next 90 days. Pay better than average. Location southeast. Give references, whether presently employed, also last employer. Box 329, BROADCASTING.

Experienced engineer-announcers, announcer salesmen. Northern New England. Interview Boston, Mass. State salary, details, disc immediately. Box 268, BROADCASTING.

Excellent job available January 1 for experienced combination engineer-announcer. Salary commensurate with ability. Write full details first letter to Lester L. Gould, WJNC, Jacksonville, N. C.

Help Wanted (Cont'd)

Production-Programming, others

Program director for network affiliate in active midwestern market. Production and writing background requisite. Must have creative ability and successful record of showmanship. Write Box 334, BROADCASTING.

Wanted—Continuity director 5000 watt Mutual affiliate located mountain states. Start $70.00. Box 338, BROADCASTING.

Continuity editor for major Michigan market station. Minimum two years' experience. Must understand departmental procedure. Full details first letter. Box 405, BROADCASTING.

Situations Wanted

Managerial

Manager, program director. Well educated, veteran, 13 years experience in small and major markets. Knows commercial radio cold. Box 410, BROADCASTING.

Manager or commercial manager—harmonious working and living conditions are first consideration. Thoroughly versed in sales, programming and personnel. In position to move anywhere in United States, but prefer an eastern or midwestern city of upwards of 100,000. Available on short notice. Box 416, BROADCASTING.

Sales manager—Assistant general manager for working 5000 watt affiliate major market desires change. Wide experience all phases radio. Programming, production, selling, administration, public relations, promotion, news sports, writing, music. Top man. Top references. Box 419, BROADCASTING.

Manager now employed wants change. Nine years experience. Industrious. Recommendations. Married. Box 424, BROADCASTING.

Livewire. Executive metropolitan independent last five years. Former newspaperman. Boss says genius. Merely practical, creative know how. Will make station undisputed leader in your market. General manager or program director. $7,800, bonuses. Box 425, BROADCASTING.

Sales problems ended with alert, aggressive commercial manager available December 23. Proven sales ability with pleasant follow through. Young, married, desiring relocation in growing midwest market. Experienced in large and small markets. Prefer salary, commission, bonus arrangement. Good knowledge programming, production. Box 400, BROADCASTING.

Manager—College man, ten years in commercial radio, announcer, sales, five years assistant to manager. Know all departments. Excellent references. Byron L. McCall, 401 N. Oliver, Wichita 8, Kansas.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Sales manager wants opportunity, not promises. Offers ten years successful radio and advertising agency experience. Knows 250 to 50,000 watt independent and network operations in markets from 5,000 to 8,000,000. Let me show you a better sales record, programming, employee relations and general results than you've ever had before, won't you? Situation over which I have no control necessitates change. Best references. Box 442, BROADCASTING.

Station manager. Fifteen years background in all phases of station operation. A man in whom you will have confidence of doing a competent job. Strong on sales and programming. Winner of several programming awards. Prefer small or medium sized market. Outstanding references. Box 450, BROADCASTING.

Manager now operating successful independent wants to return to network operation. Fifteen years experience all phases independent and network. Top references, proven record. Family man, available thirty days notice. Box 455, BROADCASTING.

Situations Wanted (Cont'd)

Program manager — Seventeen years solid background. Producer of shows with sales appeal. Winner of highest programming awards. Excellent references. Box 451, BROADCASTING.

General manager, independent station, past 5 years, previously manager network station, both cities over 200,000. Newspaper background. Could invest $25,000. Highest references. Box 431, BROADCASTING.

Manager—Now working at 1000 watt station. Knowledge all phases of radio broadcasting. Selling, announcing, etc. Want manager's job in southern station. Box 432, BROADCASTING.

Salesmen

Salesman—Experienced, now first salesman at 250 watt independent. Looking for change of scenery first of year. Want permanent position as salesman with established station offering adequate financial return and opportunity for advancement. College graduate. Best references. Box 398, BROADCASTING.

Announcers

Top announcer. Experienced staffer. Versatile. Disc will do my talking. Box 369, BROADCASTING.

Announcer only—Age 24, married, 2 years of college, the School of Radio Technique, Radio City, NYC, formerly employed southeastern NBC affiliate, in person, no disc. Don Brown, 130 16th Ave., San Mateo, Calif.

Announcers, continuity copywriters, combination men ready for placements. All trained in production, traffic and studio technique. Pathfinder School of Radio Broadcasting 1329 Oak Street, Kansas City, Missouri. Will send disc, etc.

Announcer—Three years experience all phases programming-production. Presently employed. Box 429, BROADCASTING.

Young, versatile, production-wise announcer. Two years experience, news, disc, color, staff work. College, married. Seeking progressive station in east or midwest. Best references, base plus talent. Available one week. Box 414, BROADCASTING.

Experienced sports, commercial continuity, announcing. Desire good berth calling baseball. Intimate writing, casting knowledge all sports. Box 421, BROADCASTING.

Announcer — Two years experience, sports, news, commercials and disc jockey shows. Operate console, married veteran. Box 130, BROADCASTING.

Announcer former NBC. Eleven years experience as actor, announcer, commercial copywriter and newscaster. $70.00 per week plus talent. Veteran, married, will go anywhere. Box 388, BROADCASTING.

Come and get it! Announcer with one year experience on kilowatt seeking more secure position. Acquired lots of knowledge in past year. Good resonant voice. Box 389, BROADCASTING.

Seasoned announcer, strong on platters, news, sports, commercials, ad-lib, desires change. Curently in Philadelphia metropolitan. Will join your staff for $60.00 guarantee. Box 391, BROADCASTING.

Vet, 29, married. Radio School Graduate, all phases, willing, ambitious, lack experience. Will accept GI training—announcing, copywriter, continuity, engineering, others. Box 392, BROADCASTING.

Announcing, continuity, servicing, traffic, promotion experience. Prefer station under experienced management. College. Available January first. Audition material, information on request. Box 393, BROADCASTING.

Experienced staff announcer-control operator. Network affiliate preferred. Good voice, delivery. Disc, references sent on request. Available immediately. Box 391, BROADCASTING.

Attention Chicago—Well known announcer-producer-executive wants position with agency or station. Fine record, aggressive, reliable, age 36, ten years top Chicago radio. One year of television. Box 396, BROADCASTING.

Radio personality who has attracted large followings in the east and midwest wants a position within a 50 mile radius of New York City. Three years experience. Box 399, BROADCASTING.

Announcer—Well trained, wants experience. Young, single, ambitious. Disc available. Box 444, BROADCASTING.

Situations Wanted (Cont'd)

1949 baseball announcer, seasoned all sports, versatile all-round announcer. Five years experience. Available anywhere after January 1st. Lin Green, 357 West 58th St., New York 19, N. Y.

News is my forte. Capable announcer seeks specialized opportunity. Experience includes rewrite. Prefer Ohio or nearby. Box 403, BROADCASTING.

Announcer—Would like job as staff announcer. Good voice, nice personality. No glamour boy, not hard to look at. Disc and photo if requested. Little experience, but learn easily. Good news, commercial and ad-lib disc jockey man. Give me a chance with you. Midwest or east preferred. Box 40 BROADCASTING.

Announcer, graduate radio school with some time on Texas station. Would like permanent position within 30 miles of Chicago. Bill Ivey, 6945 W. George Street, Chicago, Illinois.

Announcer, experienced in commercials, newscasting disc shows, acting. Will travel. Eligible for GI training. Joe Adelmann, 452 Onderdonk Ave., Brooklyn 27, N. Y.

Announcer, sports, play-by-play baseball, hockey, basketball, football. Also straight, news, jockey, scripts. Statistician for Red Barber all 1948 Dodgers broadcasts. Assistant to Red Barber all recent CBS 3 hour Saturday football round-ups. Disc. Bob Pasotti, 10 Superior Road, Bellerose, N. Y.

Experienced announcer, staff, sports jock; desires northwest location on 250 or 1000 watt station. Details sent on letter. G. H. Scandary, 412 Downie, Alma, Michigan.

Announcer available for staff work with background in entertaining, news, editing, production and radio writing. Definitely no floater. Wire or write for audition. Ellis Lougheed, 70 Broadway Building, Portland 5, Oregon.

Announcer-producer — Presently employed 5 kw. Prefer larger market in north and east or west coast. Knowledge of music, dramatics and programming. Strong on public relations. Metropolitan voice. Vet. College graduate. 27, single. Very stable. Box 430, BROADCASTING.

Staff announcer. Single, veteran, university educated, thoroughly trained at leading radio school Radio City, New York. Strong on sports. Disc available. Box 454, BROADCASTING.

Here's a real combination man. Former staff announcer now has first class ticket. Well experienced all phases. What's your offer? Box 453, BROADCASTING.

Announcer, veteran, college graduate. Also graduate of leading radio school Radio City. Single, will travel. Disc on request. Box 452, BROADCASTING.

Announcer, age 22, 19 months experience, excellent voice. Operate console. Box 436, BROADCASTING.

Specialty man—13 years experience disc jockey, program director, production manager. Make transcribed shows sound network. Produce, write and announce programs that sell. Good MC, public speaker. Civic-minded. 50 kilowatt and small market experience. Consider all offers. Prefer good salary—incentive plan. Good habits, references. Box 437, BROADCASTING.

Ambitious young sportscaster. Small station, low wage. Makings of find for you. Box 438, BROADCASTING.

Announcer, 28, married, college graduate. Three years experience as program director and chief announcer. Former communications officer. Access announcing position with progressive station in midwest or midsouth. Box 439, BROADCASTING.

Sportscaster and audience participation man available immediately. Best of references. Will go anywhere. Five years experience. College degree, single and ready, willing and able to work. Will guarantee to become a part of your operation and community. Box 443, BROADCASTING.

Technical

Engineer—First class license, age 2 three years college, thirteen years experience—studio, transmitter, remote recordings, maintenance, etc. Six years chief engineer two hundred fifty watt station. Presently employed at five kilowatt station. Desire chief's position with holder of construction permit or established station. Will accept transmitter engineer's position at five kilowatt or higher. Minimum seventy five weekly. All inquiries answered. Box 390, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—First phone, desires permanent location. AM or FM. Reliable, sober, and no drifter. Lolyd Scheuch, 920 N. 56, Omaha, Nebraska.

Engineer, eight months broadcast, marine, amateur, factory experience, television training; desires position with western station contemplating television. Car. Two weeks notice after January first. Box 395, BROADCASTING.

Engineer—First phone, year experience, any location. Box 415, BROADCASTING.

Transmitter supervisor, ten years experience including AM and FM installations desires connection with new or expanding station in west. Box 411, BROADCASTING.

Experienced, first phone, desire position as combination man. Available immediately. Married. Require $70. John Harris, 1021-1A Rainey Park, Stamford, Texas.

Engineer—Experienced, control, remotes, xmitter, recording aparatus. Commuting distance NYC. Box 210, BROADCASTING.

Engineer, first phone, beginner in broadcasting. Two years experience in xmitter and receiver repair. Graduate of top schools, married, veteran. Age 25. Will go anywhere. Box 316, BROADCASTING.

Engineer, first phone ten months experience engineer-announcer. Will accept either combination position or straight engineering. Will consider any offer. Box 387, BROADCASTING.

Young engineer, first phone. Four months broadcast experience. Graduate of leading radio school. Box 386, BROADCASTING.

Engineer, first phone, six years broadcast experience, three as chief, wants position. X'mtr, nemo's, studio, some announcing. Available two weeks. Box 426, BROADCASTING.

Engineer, 250 and 5000 watt directional transmitter experience plus remotes, recording, controls, and installation. Available immediately. Have car. Box 423, BROADCASTING.

Technician—First class phone, 29, married. Amateur and repairman for ten years. One year broadcast experience. Can operate and maintain your transmitter and studios. Do remotes and recordings. East or middlewest. Starting salary $225. Best references. Box 422, BROADCASTING.

Engineer—First class license. Five years experience studio, transmitter, remotes. Interested in combination work. South, southeast preferred. Married, veteran, sober, responsible. Box 445, BROADCASTING.

Engineer desires transmitter operating job. No bad habits. Experienced, reliable. Box 457 BROADCASTING.

Engineer, age 22, single. Transmitter, studio and remote experience with 250 watt station. Desire position with station in midwest. No announcing. Box 461, BROADCASTING.

Production-Programming, others

Program director, presently employed in large metropolitan area, desires change to smaller town on west coast. Experienced in drama, sales, management. BA, interview possible. Available short notice. Box 402, BROADCASTING.

Program director—A penny post card brings my qualifications. Box 427, BROADCASTING.

Time for television? I offer ten years experience in stage direction and scene design, plus eight years of radio programming, sales and management in return for opportunity to learn TV with reasonable salary. Available for personal interview. Box 428, BROADCASTING.

Program director—Twelve years experience including announcing, producing and sales. Now employed. Will travel for interview. Box 355, BROADCASTING.

Programs not up to standard? Will revamp program department on temporary or permanent basis. Many years experience. Box 356, BROADCASTING.

I am a radio man. If you need a program director, salesman, manager or production work, hire me. Single. Will travel. Box 407, BROADCASTING.

Attention small station owners. If your business is not too good wire for interesting proposition from experienced radio man. Box 406, BROADCASTING.

Situations Wanted (Cont'd)

Radio executive with many years experience in all phases of broadcasting and network operation. Especially trained in technical program operation and production. Some experience in moving picture technique. Desires position with advertising agency or advertiser in New York City. Box 409, BROADCASTING.

Experienced young married vet, currently employed radio, seeks agency connection. Abundance commercial ideas plus genuine desire for public relations work. Box 433, BROADCASTING.

TV idea man, assistant producer, experience 1½ years with network station. Veteran, AB Degree, 1 year radio school. Available immediately. Eligible for on-the-job training. Box 447, BROADCASTING.

Good news editor, program director. Box 335, BROADCASTING.

Attention small station owners. If your business is not too good wire for interesting proposition from experienced radio man. Box 460 BROADCASTING.

I am a radio man. If you need a program director, salesman, manager, or production work, hire me. Single. Will travel. Box 459, BROADCASTING.

Employment Service

Radio personnel—We have openings for station managers, junior and senior announcers, writers, producers, newscasters, sportscasters, operators, engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Engineers (TV-broadcast), personality DJ's, salesmen, writers, announcer-technicians. Get your job where over 700 broadcasters hire—RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

For Sale

Equipment, Etc.

Ten tube REL. Armstrong type FM receiver model 647, used one month—$250. Also, brand new Andrews automatic dehydrator type 1900—$300. Will ship prepaid. Box 417, BROADCASTING.

Two Fairchild disc recorders, portable type, with 541-A Fairchild heads. $500.00 each. Used only 20 hours. Box 397, BROADCASTING.

Presto, new 6-N floor cabinet recorder with type 1-D cutting head. WDBC, Escanaba, Michigan.

Have extra set 2 WE 109-A reproducer groups with one extra 9-A head; post-war type, perfect condition. KWHW, Altus, Oklahoma.

For sale: One Presto model Y-4 portable recorder. P.A. unit practically new. One model K-8 portable recorder-playback, used 6 months. Make offer. Engineering Department, Radio Station KALL, Salt Lake City, Utah.

For sale—One kilowatt Western Electric transmitter 353 E1. Immediate delivery. Call Bridgeport 2271, Minneapolis.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. Write Ray Host, Chief Engineer, Midwest Broadcasting Company, 723 N. 3rd Street, Milwaukee, Wisconsin.

5 kw transmitter now in operation, meets FCC requirements, available February 1st. Exceptional value. For details write Chief Engineer, WTOC, Savannah, Ga. Also, Collins, 32-RA Xmtr with crystal for 2140 kc.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

75' 3 guy steel tower, Blaw-Knox design, unused, in original four crates; complete accessories, erection instructions. Ideal for FM, TV, VHF. $520.00. Write to Box 440, BROADCASTING.

Two used 10-A Presto turntables. $100 each. Spare motor included. Chief Engineer, WMMN, 208 Adams Street, Fairmont, W. Va.

Wanted to Buy

Small station in northeast area for owner management. Small interest or complete. C.P. considered. Box 408, BROADCASTING.

Wanted—23A Western Electric console in good condition. Write, Manager, Radio Station KCFH, Cuero, Texas.

Miscellaneous

Wanted to rent: High frequency field intensity meter to cover between 50 and 100 megocycles. Anticipated use, 2 weeks. Box 435, BROADCASTING.

Help Wanted

Announcers

ANNOUNCER

50 kw network affiliate in major midwest city needs top-notch commercial announcer. Send background, photo and 10 or 15 minute recording with samples of news, commercial copy and ad-lib to BOX 376, BROADCASTING

Situations Wanted

Salesmen

SALES-PUBLICITY

Available for immediate interview anywhere in U. S. at your expense. 3 years experience radio news, announcing, M. C., programming, production, writing. Former businessman and salesman. Age 28, single, outstanding personality, 2 college degrees, own auto. Now in public employment on east coast entailing sales and publicity. Just sold institutional newspaper into financial success. Written references and publicity scrapbook available for inspection. Salary plus commission. Write fully. Box 441, BROADCASTING.

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Situations Wanted (Cont'd)

Managerial

STATION STILL IN THE RED?

Manager with 16 years experience will be available after January 1 to put another station on a profitable basis. Or will open new station.

BOX 412, BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7-848
Los Angeles 27, California

Are you interested in new accounts? Salted and seasoned sales staff will develop accounts for your station on co-sponsored feature programs. *Inquiries solicited —immediate action.*

Mutual Radio Features
211 N. Allen St.
Albany N. Y.

Southwest Network Station

A well established, well managed network station located in a fine southwestern market.

This property is showing satisfactory earnings that are consistently increasing. Price $135,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

XUM

POLIO DRIVE

Miller Heads Radio Group

FIVE key figures in the radio industry have been appointed to serve on the Radio-Television Division Committee for the 1949 "March of Dimes" campaign and six members have been added to the staff of that division, it was announced last week.

Chairman of the committee will be NAB President Justin Miller, according to an announcement by Howard J. London, director of motion pictures and radio for the National Foundation for Infantile Paralysis. Co-chairmen of the committee are Charles C. Barry, ABC vice president; Ken R. Dyke, NBC vice president; Edgar Kobak, MBS president, and Hubbell Robinson Jr., CBS vice president.

The campaign will use 3,000 AM, FM and TV stations, Mr. London estimates.

Additions to the radio division were Jeanne Austin, formerly commercial writer for J. Walter Thompson Co.; Barbara Boothe, former television writer for Standard Brands; Anna-Lou Davis, previously a radio writer for Compton Advertising; Eileen Ellis, formerly casting director for Benton & Bowles agency, and Edward Ettinger, former NBC, CBS and Twentieth Century-Fox script writer.

Television activities for the campaign will be under the direction of John T. Southwell, ex-TV producer-director for CBS and Young & Rubicam.

John Becker continues as assistant to Mr. London, as do Kirk B. Alexander, in charge of radio for greater New York, and Charles C. Bennett, script writer. John Swallow is West Coast production head in Hollywood. Jack Fisher serves as Chicago national radio representative. Radio publicist for the campaign is Connie Martin Ryan, formerly a member of the Earle Ferris publicity staff, and trade news editor for CBS.

NEW FM OUTLET

WWNI to Go on Air Soon

WWNI (FM) Wabash, Ind., expects to be on the air by mid-December, Dick Neher, station manager, announced last week. Station will be on Channel 248 (97.5 mc).

In addition to Mr. Neher, former program director at WWNI's sister station, WCSI (FM) Columbus, Ind., the WWNI staff includes: Jack Allen, sales representative; Elizabeth Brant, continuity and women's features, and Bob Williams, previously at WFAM (FM) Lafayette, Ind., announcer.

NATIONAL COUNCIL ON FAMILY RELATIONS, Nov. 28, presented an award of merit to NBC for its documentary, *Marriage in Distress*, broadcast Sept. 1, as first of series of hour-long drama-documentaries.

OSCAR J. GRAU, president of Cornbelt Broadcasting Co., KAYL licensee, describes aims and purpose of the new Storm Lake, Iowa, station as it took the air Nov. 14 with 250 w on 990 kc [BROADCASTING, **Nov. 29**].

On All Accounts

(Continued from page 16)

radio accounts, she began buying time for Swift's Sunbrite cleanser, ice cream and fertilizer. The five visual accounts were transferred eventually, with Jane supervising local and non-network accounts.

She buys time for Lever Bros.' Rayve Creme Shampoo, on a current schedule of spots on 112 stations in 54 areas, and Pepsodent Tooth Powder, which early this year was plugged in a special eight-week campaign on 48 stations in 46 areas. She also handles two shows for Wieboldt's Department Store, Chicago: *Melody Lane* on WBBM and *Your Neighbor* on WMAQ.

Network accounts serviced by the agency include a half-hour segment of the *Breakfast Club* for Swift cleanser; *Fibber McGee and Molly* and the *Fred Waring show* (Tuesday, Thursday) for S. C. Johnson & Son, Racine, Wis. (wax); *Sky King* for Derby Foods, Chicago, and the *Great Gildersleeve*, Kraft Foods, Chicago. Tags on the *Bob Hope* show and the main commercial on *Junior Miss* are aired for Rayve.

Jane and her husband, who live in a two-room Evanston apartment across the street from Northwestern U.'s Dyche Stadium, didn't cross that street to see the Wildcats play all season. Their Saturdays were taken up by interior decorating (they painted the inside of the kitchen cupboards a flaming red) and by modernizing a 60-year-old organ. On Sunday nights, George, with an air of reverence, pumps out "Nearer My God to Thee," and other hymns. On weekdays, his favorite is "You Can't Be True, Dear," which Jane denies.

WIBW-FM Topeka, Kan., announced that it will carry approximately 41 basketball games this coming season. Included are all games of Washburn Municipal U., Topeka High School, Kansas State College, U. of Missouri, the Big Seven Tournament and NCAA Western Finals.

AD FORUM

Grand Rapids Club Plans

AN ADVERTISING "Forum for '49" will be held Jan. 21 under the auspices of the Advertising Club of Grand Rapids, Mich. The one-day session is designed to survey the latest developments of advertising and its related fields, marketing and merchandising.

Among the nationally-known advertising executives who already have indicated they would take part in the program are Thomas D'Arcy Brophy, chairman of the AAAA and president of Kenyon & Eckhardt; Elon G. Borton, president of Advertising Federation of America, and H. Ford Perine, merchandising director of Time Inc., New York.

In announcing the program, Wesley Aves, vice president of the club and program chairman, said it would be regional in scope, including advertising and merchandising executives from Michigan, Indiana, Ohio, Wisconsin and Illinois. The session is the first in an annual series to be sponsored by the Grand Rapids club.

Among the subjects to be covered during the day-long session are: "New Trends in Advertising," "New Patterns in Sales Promotion," "Advertising's New Responsibilities," "New Problems in Marketing," "The Consumer's Viewpoint" and "The Current Economic Outlook."

While "Forum for '49" will highlight the club's 1949 program, President Herbert Montague said other activities will include establishment of a University Advertising Scholarship and an up-to-the-minute advertising and market reference library.

ZAHRT TO WILS

Heads Sales Promotion

WALTER ZAHRT has assumed direction of audience and sales promotion activities at WILS Lansing, Mich. W. A. Pomeroy, WILS general and commercial manager, said Mr. Zahrt's appointment is part of a realignment of the station's promotion and sales activities. Mr. Zahrt formerly was promotion manager at KQW San Francisco.

Mr. Zahrt

Monte Meyer, who has been commercial representative for WCAR Pontiac, Mich., and KFAB Lincoln, Neb., has been added to the WILS sales staff. Completing the sales organization are Richard Creamer, who has returned after serving at WKBZ Muskegon, Mich., and John DeBow, former WILS announcer.

Radio Rights Wrong

A $1,000 RESTITUTION fund raised through radio appeals by Lee Mason, WINZ Miami commentator, has been presented to three U. of Miami G. I. students, who suffered financial losses while fighting false robbery charges of which they were later exonerated. Arrested as robbery suspects, the three students spent several hundred dollars for lawyers' services and other fees. Hearing of their financial plight Mr. Mason broadcast appeals and sympathetic Miamians responded generously with donations.

KYAK STAFF

Allen Business Manager

YAKIMA Broadcasting Corp., licensee of KYAK Yakima, Wash., has appointed Gordon Allen as general business manager. In making the announcement, Robert McCaw, president and general manager, said Mr. Allen would still continue his duties as program director.

Other additions to the KYAK staff include Sam Churchill as manager of the station's Sunnyside, Wash., studios; Don Potwin as announcer, and Nancy Fleming as account executive replacing Bob Dayl, resigned.

Feature

(Continued from page 16)

calls describing shootings, cutting, major accidents, fights, burglaries, in fact anything they think can be made into a show.

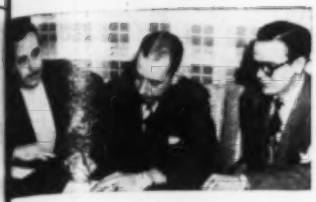
So far the station claims several notable firsts, including an interview with a slight, 62-year-old man who beat the former husband of his wife to death with a 50-year-old shotgun. They also caught a chicken thief—he got away with a fryer from the ice box of a Chinese restaurant—and stopped what reportedly could have been a killing. Innumerable automobile accidents also are covered.

The program, which has been on the air for 17 weeks, has reportedly built a large following, despite network competition in the Sunday night period.

Another phase of the program's public service, in addition to its crime deterrent power, is the station's report that the criminal district attorney has assigned one man each week to audition the broadcast material for possible introduction of the tape in criminal prosecution.

In some cases, KONO reports, it has recorded confessions that were not forthcoming in the regular police line of questioning.

Mr. Shoemaker reports that the station has found this to be a public service program that holds the full interest of its listeners.



CCEPTING a year's sponsorship for broadcast of all local sports ents over WVJS and WVJS-FM wensboro, Ky., is Frank Foor (cen-), manager of Owensboro Ice eam Products. Also present are alcolm Greep (l), general manager WVJS and WVJS-FM, and John Rutledge, the station's commercial manager.

EA PROJECT

Audio-Visual Work Planned

PROJECT designed by the ational Education Assn. to "bring e world into the classrooms" and "take the classroom into the me" via radio and television arked another step in that direc- n with the appointment of a sub- mmittee to extend the educational e of audio-visual methods, NEA s announced.

The project is under the super- ion of the association's Depart- nt of Secondary Teachers and being administered by Dr. Wil- m Lewin, of Newark, N. J.

A total of 55 schools, covering states, the District of Colum- and Alaska, are serving as monstration centers for the new thods. The radio and video ac- ities comprise one aspect of the erall audio-visual program.

The program was inaugurated h an NBC TV and network oadcast heralding National dio-Visual Education Week Oct. 30, under the auspices of a com- ttee of the secondary depart- nt. Selected schools were to ve received citations and awards audio-visual materials and uipment worth about $40,000. ards included tape and wire re- rders, transcription players and tion picture projectors.

NBC also participated in inaugu- ion of *The School of Tomorrow*, senting the first demonstration classroom audio-visual proce- es Oct. 23 on its TV network. hour program showed a Brook- n high school class utilizing films pplied by *March of Time* and the ited Nations.

ew RRN Member

KNB-FM New Britain, Conn., ich is changing its call letters to FHA, will become affiliated with Rural (FM) Radio Network e. 12. WFHA, operating on annel 279 (103.7 mc), and KNB, 1 kw daytimer on 840 kc, l separate their programming rations, the management an- nced last week. A major part the WFHA programming will directed to farmers.

FCC Actions

(Continued from page 78)

Applications Cont.:

Modification of CP

WDWS-FM Champaign, Ill.—Mod. CP new FM station for extension of completion date.
KBUR-FM Burlington, Iowa—Same.
KWBB-FM Wichita, Kan.—Same.
KFVS-FM Cape Girardeau, Mo.—Same.
KWGD St. Louis—Same.
WDSU-FM New Orleans—Same.
WNAO-FM Raleigh, N. C.—Same.
KTUL-FM Tulsa, Okla.—Same.
KQV-FM Pittsburgh—Same.
WCAE-FM Pittsburgh—Same.
WNOW-FM York, Pa.—Same.
WDXI Spartanburg, S. C.—Same.
WBAP-FM Fort Worth, Tex.—Same.
KYFM San Antonio, Tex.—Same.
WLOG-FM Logan, W. Va.—Same.

TENDERED FOR FILING

Assignment of License

WAGA WAGA-FM WAGA-TV Atlanta, Ga.—Assignment of license for AM and CPs for FM and TV from Liberty Bcstg. Corp. to Fort Industry Co.
WJBK WJBK-FM Detroit—Assignment of license for AM and CP for FM from Detroit Bcstg. Co. to Fort Industry Co.
WMMN Fairmont, W. Va.—Assignment of license from Monongahela Valley Bcstg. Co. to Fort Industry Co.
WWVA WWVA-FM Wheeling, W. Va.—Assignment of license for AM and CP for FM from West Virginia Bcstg. Corp. to Fort Industry Co.

Transfer of Control

WABZ Albemarle, N. C.—Transfer of control to W. E. Smith, T. R. Wolfe and M. M. Palmer.

AM—1450 kc

KCSU Provo, Utah—CP change from 1490 kc to 1450 kc.

Modification of CP

WDBO Orlando, Fla.—Mod. CP to modify DA.

December 1 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

WTJS Jackson, Tenn.—CP increase 1 kw unl. to 1 kw-N 5 kw-D, change from DA-N to DA-DN.

License Renewal

KGEK Sterling, Col.—License renewal AM station.

License for CP

WSAR Fall River, Mass.—License to cover CP increase power etc.
KROD El Paso, Tex.—Same.

Assignment of CP

WKNK Norton Township, Mich.—Assignment of CP from Nicholas William Kuris and Steven Claud Garcia d/b as N-K Bcstg. Co. to Nicholas William Kuris.

Modification of License

KFRM Kansas City—Mod. license increase licensed tolerance in direction of KFYR.
WCUM Cumberland, Md.—Mod. license increase 100 w to 250 w, on 1490 kc.

Modification of CP

WHLW Rutland, Vt.—Mod. CP new AM station for extension of completion date.
KSTN Stockton, Calif.—Same.
WAFM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.
KRKD-FM Los Angeles—Same.
WDBO-FM Orlando, Fla.—Same.
WJLB-FM Detroit—Same.
WKNY-FM Kingston, N.Y.—Same.
WJPA-FM Washington, Pa.—Same.
WFJL Chicago—Mod. CP new FM station to change ERP from 34 to 29.2 kw, ant. height above average terrain from 535 to 572 ft., change studio and trans. sites.

License for CP

KROS-FM Clinton, Iowa—License to cover CP new FM station.

License Renewal

WPIC-FM Sharon, Pa.—License renewal FM station.

Exp. TV—480-492 mc

Midland Bcstg. Co., Kansas City—CP new exp. TV station on 480-492 mc, ERP 200 w vis., 200 w aur., emission vis. A-5, aur. special for FM.

TENDERED FOR FILING

Assignment of CP

KGKO Portland, Ore.—Assignment of CP from Harold Krieger and Gordon E. Bambrick d/b as Mercury Bcstg. Co. to Mercury Bcstg. Co. Inc.

Trans-Transoceanic

WOV New York has bought space in *L'Osservatore Italiano*, Italian language newspaper which is published in Italy and flown to the United States. Consisting primarily of news of Italy, with local news of interest to Italian-Americans comprising about a quarter of its content, the new paper has a circulation of 12,000 in New York. Half-page listings will promote the Italian-American programs of WOV sponsors.

Transfer of Control

KHCO Houston, Tex.—Transfer of control of FM station from Earl C. Hankamer to Houston Baptist Missionary Union.

Competitive Bid

KLAC-TV Los Angeles—Competing bid under AVCO rule for purchase of video outlet filed by Southern California Television Co.

APPLICATION RETURNED

Joe L. Smith Inc., Charleston, W. Va.—RETURNED Nov. 30 as incomplete application for CP new commercial TV station on frequency to be determined.

APPLICATIONS DISMISSED

WJPS Evansville, Ind.—DISMISSED Nov. 24 as unnecessary application for mod. CP new AM station for extension of completion date.
WLOU Louisville, Ky.—DISMISSED Nov. 26 as unnecessary application for mod. CP new AM station for extension of completion date.

AM STATIONS DELETED

WGRO The Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—DELETED AM station assigned 690 kc 1 kw D; call cancelled.
WVSC Edisto Bcstg. Co., Barnwell, N. C.—DELETED AM station assigned 1250 kc 250 w unl.; call cancelled.

(Continued on page 93)

McBRIDE STAYS

N-E Denies Show Dropped

A REPORT that Mary Margaret McBride was going to be dropped from her television show was denied by Newell-Emmett Co., New York agency for the five sponsors of the McBride show. The agency stated emphatically that they were not renewing after the initial 13 weeks because of any dissatisfaction with Miss McBride.

NBC, they said, made the decision that the period following the *Texaco Star Theatre* was not the place for a five-sponsor participating show. Newell-Emmett further said that they are still working on an acceptable spot on another night at an earlier hour.

The show is currently heard for 50 minutes, Tuesdays on NBC-TV. It was understood that negotiations between the agency and NBC are for a possible half-hour show with only two sponsors instead of five.

To Show Radiovoter

NATIONAL Electronic Ballots Inc., New York, will demonstrate the new Hopkins Electronic Radiovoter with its automatic survey features at a news conference, Tuesday (Dec. 7) at the Waldorf-Astoria, New York. This is a continuation of the work of the late Dr. Nevil Monroe Hopkins in the measurement of radio audience reactions through radio voting devices.

When you think of

REPLACEMENTS

RE-TUBE *with...*

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

Hon. Robert Thurmond
J. Walter Thompson Co.
Los Angeles, Calif.

Dear Bob:
Well, he's here agin'. Sandy Claws came t'town agin' just like he said he would on WCHS. This time he wuz ridin' a Greyhoun' Bus, on a spe-shul built platform in front. Lots o' cheerin' an' carryin' on by the kids as he paraded throu town. I'll go down t' Levins t' see 'im just like always. Seems like he's one guy nobody never fergets. . . . Jest like WCHS. Despite' Charleston's growin' by leaps with new businesses and buildin's people jest never fergit ole' WCHS. . . . They jest keep listenin' year after year. Course with them Columbia Programs with 5000 watts at 580, they couldn't very well afford not to.

Yrs.
Algy

WCHS

Charleston, W. Va.

OVER 40 ADVERTISERS

HAVE RENEWED USE

OF KXOK FROM

2 to 8 CONSECUTIVE YEARS

KXOK

ST. LOUIS 1, MO. • 630 KC • 5000 WATTS • FULL TIME
Owned and Operated by St. Louis Star-Times
For complete details, call a JOHN BLAIR representative

THE TITLE of chief engineer has become almost synonymous with the surname of the Holt family, originally from Maine. Three Holt brothers holding this title are (l to r) Cayford E. Holt, chief engineer of WLIZ Bridgeport, Conn.; Hillis W. Holt, chief engineer of WOV New York, and Rogers B. Holt, chief engineer of WONS Hartford, Conn.

Milestones

► Silver anniversary celebration of WSAZ Huntington, W. Va., was climaxed on Nov. 13, by largest audience participation show in station's history. On Oct. 16, actual date of anniversary, WSAZ began largest promotion campaign in its history, highlighting events which would occur on the audience participation show, making contestant polls, airing tie-in program, and giving station teas.

► Other recent silver anniversary celebrations include those of WGBF Evansville, Ind., which featured a two-hour anniversary show on Nov. 21, and a week of festivities; and CKWX Vancouver, B. C., which sent silver bells to Canadian agencies and used special "bell" station calls on the air. In addition CKWX sent folders giving station's history to all listeners in the area.

► Dr. Preston Bradley, pastor of People's Church, Chicago, and WGN Chicago, personality for past 12 years, observed his 25th year of broadcasting on Nov. 16.

► Roger V. Baker, commercial manager of WKBW Buffalo, N. Y., observed his 20th anniversary in radio on Nov. 20.

► WRC Washington and Woodward & Lothrop, department store, for the 13th straight year has set up Bill Herson's WRC Doll House at 11th and G Sts. Object is to collect dolls and toys as Christmas gifts for Washington's less fortunate youngsters.

► Sam Townsend, president of WKST Newcastle, Pa., and WARC Rochester, N. Y., celebrated two anniversaries in one week. It was WKST's tenth, and WARC's first.

► On Dec. 1, WDRC Hartford, Conn., observed tenth anniversary of Esso Marketers sponsorship of *Esso Reporter*, newscasts.

► Television Workshop of New York simultaneously dedicated its new studios at 1780 Broadway, and celebrated its fifth anniversary on Nov. 11.

► Dick Osgood, WXYZ Detroit, storyteller, marked his third year as commentator on *Eyes of Tomorrow* (five-a-week, 7:15 p.m. EST), and program's thousandth success story on Nov. 17.

► WBBM Chicago, is mailing a farm calendar to listeners of its *Country Hour* in commemoration of program's third year on the air, which began Nov. 18.

► On Nov. 13 WLBR Lebanon, Pa., celebrated the second anniversary of its program *The Voice of the Lebanon Valley*, with a review of the history of past two years of WLBR broadcasting.

Birthday Time

"TIME Is on the House!" This unusual announcement was made last week by WPEN Philadelphia in announcing its birthday celebration Dec. 13 for its first year of operation under Sun Ray Drug Co. management. Advertisers and industry personnel received a small cup cake bearing one candle and a birthday card stating that on Dec. 13 all commercials on WPEN will be broadcast free of charge. "It's our way of saying, 'we appreciate your patronage'," the card stated.

ABTB EXPANDS

Plans West Coast Office

AMERICA'S Best Television Productions Inc., New York, newly organized video film package producers, will open West Coast office early next year, Ira H. Simmons, ABTP general manager, announced last week.

"Since many of our commercial contracts will call for the utilization of West Coast personalities and locales," Mr. Simmons explained, "we believe that our organization will operate at maximum efficiency through the establishment of a permanent branch office in Hollywood."

Two ABTP production units are now in the final stages. Each consists of 13 musicals, the first of which, "Album of Songs," will be ready for screening within two weeks.

TV PRODUCTION

New Firm Incorporated

SENTINEL Enterprises Inc., has filed incorporation papers to absorb Sentinel Productions and its allied interests. The new corporation comprises two divisions, the first to be known as Sentinel Productions and to be devoted exclusively to the production of television and motion pictures. The second division, known as American Electroseal, will confine its activities to the production of electronic devices for television and automotive engines.

Earl Harper, executive producer of Sentinel Productions, is president of the new corporation. Arthur G. Harper was named vice president and treasurer and David Griffith, secretary. The corporation papers were filed in Nevada but the executive offices of the new firm will be at 5746 Sunset Blvd, Hollywood 28, Calif., where Sentinel Productions produces its television schedule.

WREN Topeka, Kan., played host to the Kaw Valley Radio Club, an organization of 100 "hams," at a transmitter party held last month. Part of the affair was broadcast to let midwestern listeners in on the nomenclature used by amateur operators.

The Most Powerful Advertising Influence in the Southwest

50,000 WATTS
CLEAR CHANNEL

WOAI San Antonio

NBC Affiliate ★ Member TQN

Represented by Edward Petry & Co., Inc.

Programs

NEWEST audience participation show on WSB-TV Atlanta is the *Crossword Quiz*. Using a board which is painted a typical crossword puzzle, Bob Van Camp, moderator, presents contestants with word definitions, and they in turn must produce the answer. A bell from a scorekeeper indicates correct answer and a buzzer indicates a wrong answer or that time is up. Televiewers are encouraged to keep score of their own answers, and if they guess the word before the contestants do they give themselves a point. At the close of the show Mr. Van Camp reads the definitions of five of the incomplete words. First three persons sending in the correct answers receive prizes.

Early Call for Dinner

WBAL-TV Baltimore Dec. 13 will add a new program designed for the homemaker to its schedule. Titled *In the Kitchen With Mary Landis*, show will be heard Monday-Friday, 2-2:30 p.m. Doris Meyers, who will be "Mary Landis," will prepare a complete meal before the cameras each day. Early afternoon time was set in order to enable homemakers to secure ingredients and duplicate the meal that evening.

Artists' Recorded Careers

NEW approach to disc jockey shows has been established by Don Bell on his half-hour *Don Bell Matinee* on WRNT Des Moines. Mr. Bell contacts various recording artists for transcribed interview-type career stories, their five favorite recordings waxed by other artists and two of their own they like best. He then airs transcription, seven discs, and his own favorite of the particular artist of the day.

'Sylvester's Show'

NEW afternoon disc show on WJHP Jacksonville, Fla., features "Sylvester Simkins," a young "feller" who hails from Hahira, "Gawgah," "about six or seven wagon greasings from Jacksonville." *Sylvester's Show* is ". . . 15 minutes of homespun humor done in South Georgia dialect, bright musical tunes and sweet corn." Character of "Sylvester" was originated by staff announcer, Jack Harrel.

Junior Style—Disc Jockey

MARI-SUE HAINEY, five years old, is conducting her own program of records for children on WFTL Ft. Lauderdale, Fla., each Sunday, 12:30-12:45 p.m. Segment is part of two-hour show presided over by her mother and father, Frank and Sue Hainey.

Radio Aids College

ON Nov. 6, WBT Charlotte, N. C., carried its cooperation with Davidson College a bit farther by carrying a half-hour broadcast of the cornerstone laying for school's new gymnasium. Program served as "kick-off" of Davidson's $2.5 million fund-raising campaign.

Salute the Press

TO better its relations with Virginia editors and publishers, WRVA Richmond news commentator George Pass- salute the gentlemen of the press during National Newspaper Week. Mr. Passage interviewed the secretary-manager of Virginia Press Assn. on his broadcast.

Merry Christmas!

WHEN Dean Landfear, disc m.c. at WMT Cedar Rapids, Iowa, spun "All I Want for Christmas Is my Two Front Teeth" on one of his *Off the Record* programs, he got his "wish." In the next mail he received the following letter: "Dear Sir: I heard you wanted two teeth. I had pulled one a few days ago and my brother had a loose tooth, so he pulled it last night. Hope you can make use of them. I am twelve and my brother is ten . . ." Mr. Landfear, who has the necessary 32 ivories, is considering forwarding the two teeth to George Rock, who waxed the record with Spike Jones.

Classics for All

KOZY (FM) Kansas City, Mo., has inaugurated *The Opera Hour*. Program heard seven days a week from 8-9 p. m. features: Monday through Friday, light classics, Broadway productions, and excerpts from grand opera; Saturday, music from RCA Victor's "American Heritage" series. On Sunday program will carry, as its feature of the week presentation, a complete grand opera played in its entirety. Programs are sponsored by Berbiglia Inc. for "Old Library Wine."

Are You the Culprit?

SOMETHING different in traffic safety shows has been started by WMAR (TV) Baltimore. Each Monday at 6:45 p.m., the television audience is put on trial before Magistrate Joseph Kolodny, of Baltimore Traffic Court. After Magistrate Kolodny raps his gavel to open show, Jim McManus, of WMAR, reads the charge for the night. The defendant, he tells the audience, "is you." Audience then watches Magistrate Kolodny demonstrate various traffic situations on a large intersection board. Final few minutes of program are devoted to photographs of accidents, taken from official files of Baltimore Police Dept.

Sixty-Second Quiz Show

BRIEF, but potent, is what Guild Florists of Minneapolis is saying about its new 60-second quiz show commercial, *The Daily Flower Quiz*. Quiz was idea of Jimsaks of WDGY Minneapolis-St. Paul sales staff. Each day sponsor's commercial on that station asks listeners to identify a flower from a two-line clue. The first listener to call the shop with correct answer receives a corsage.

Medical Lecture Series

SCIENTIFIC lecture series by professors and scientists of Johns Hopkins U. faculty was inaugurated Nov. 23, by WMAR-TV Baltimore. Speakers illustrate their talks with use of charts and graphs. Each week a different field is explored. Program is telecast each Tuesday at 8:30 p.m.

WEWS (TV) Joins Army

WHEN first group of Cleveland draftees entered the army at Fort Knox, Nov. 26, WEWS (TV) newsreel cameraman George Grant went along. For three days he kept his cameras grinding out episodes in the life of the new recruits—what they eat, their quarters, their fellow soldiers, noncoms and officers, and other things the folks at home want to know. Telecast of the three-day event will be shown to Cleveland viewers in the near future.

Fishbowl Football Contest Aired

WLOW Norfolk, Va., broadcast play-by-play description on Dec. 4, of Annual Colored Fishbowl Football contest in Norfolk, between Hampton Institute and Wilberforce U. Marks Shoe Store of Norfolk sponsored broadcast of game, which is promoted by local colored Shrine Temple for benefit of TB sufferers and crippled children.

Sans Blood and Thunder

KSAN San Francisco has a child n's program — sans blood and thunder. "Uncle" Clint Sherwood, who conducts *The Children's Corner*, recites nursery rhymes and gives lessons in living to the youngsters. No "ray guns" or "atomic pistols" are heard.

WJR Covers Exposition

LISTENERS to WJR Detroit, and WGAR Cleveland, will be provided with ample coverage of the International Livestock Exposition and 4-H Club Congress, which opened in Chicago Nov. 28. A WJR mobile unit and a seven-man committee headed by Frank Mullen, president of the stations, will provide them with special programming from Chicago.

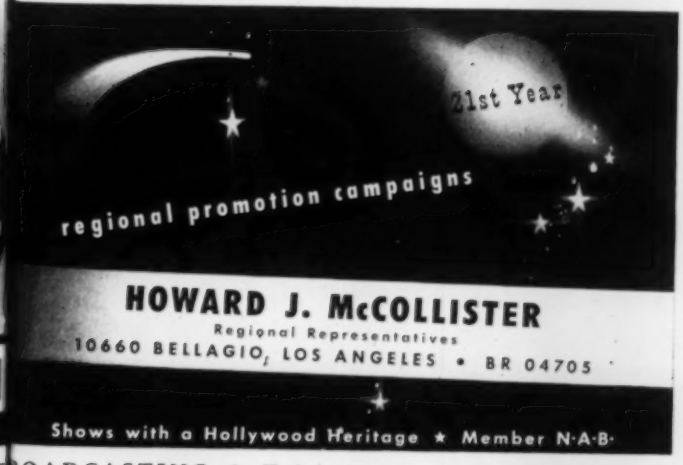
WTIC'S GIFT

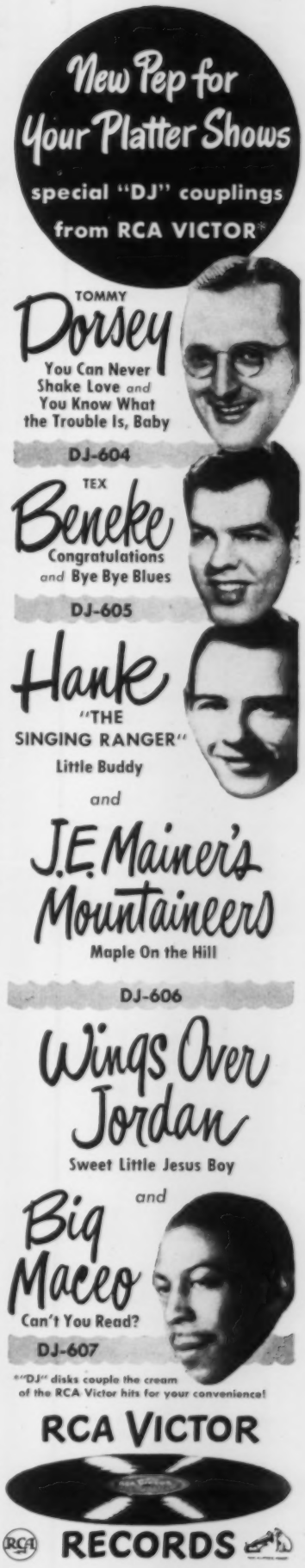
$30,000 to Aid Symphony

WTIC Hartford, Conn., has pledged $10,000 a year for the next three years to the Symphony Society of Connecticut to help finance the new Hartford Symphony Orchestra.

The gift was made on behalf of the Travelers Broadcasting Service Corp., WTIC licensee, by Vice President and General Manager Paul W. Morency.

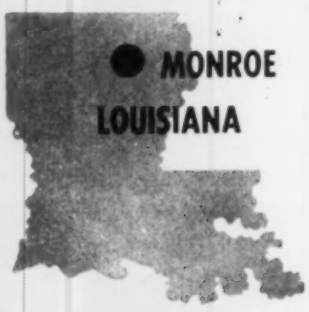
In a letter to William A. Dower, vice president of the society, Mr. Morency suggested that "one thousand dollars of the sum be used annually as an award to an American composer writing a major orchestral work adjudged best in a contest."


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



ASK YOUR PETRY MAN
About Availabilities in the
YANKEE NETWORK
News Service Editions at
8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.
THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

KEY TO RICH NORTHEASTERN LOUISIANA MARKET . . . . .



KMLB
Has more listeners in Monroe and Northeastern Louisiana than ALL OTHER STATIONS COMBINED!
•
5,000 WATTS DAY
1,000 WATTS NIGHT
•
REPRESENTED BY
TAYLOR-BORROFF & CO., INC.
•
AFFILIATED WITH
AMERICAN BROADCASTING CO.

Technical

JOSEPH SIMON has been promoted from crew manager to director at WBKB (TV) Chicago.

WALTER H. MATWICHUK, formerly on the engineering staff of WMID Atlantic City, has joined same department of WHLI Hempstead, L. I.

HOLWARD KILE, formerly of KBUR Burlington, Iowa, has joined engineering staff at WHBF Rock Island, Ill.

GERALD D. COLEMAN has been appointed chief engineer of WBUT and WBUT-FM Butler, Pa. He was formerly with KDKA Pittsburgh and KZFM Manila, P. I.

RICHARD JENNINGS has joined WCOP and WCOP-FM Boston, as control room operator. He was formerly with WJOR Bangor, Me., and WBKA Brockton, Mass.

ALLIANCE Mfg. Co., Alliance, Ohio, announces the production of the Alliance Tenna-Rotor, an antenna rotating device. Device enables user to rotate an antenna to any point, and can be plugged into any AC 60-cycle house circuit.

GUSTAVO DATO Jr. and GLEN NOVINS have joined KFI-TV Los Angeles engineering staff. Mr. Dato was formerly with RCA Service Co.; Mr. Nevins, a research technician with North American Aviation.

S-C DIVIDEND

Payable in Stock

A STOCK dividend of one-tenth of a share for each common share was announced last week by Stromberg-Carlson Co. The firm said it had elected to pay the dividend in stock rather than cash in order to retain working capital for business increases.

The dividend is payable next Jan. 3 to stockholders of record on Dec. 15, 1948.

Working capital is needed to finance the conversion of production from radio sets to television sets and the expansion of facilities for the company's broadcasting operations in Rochester, N. Y.

CANADIAN FM

20 Commercial Stations

A TOTAL of 20 private, commercial FM stations are now operating in Canada according to the Dept. of Transportation.

Call letters and location of the outlets are as follows:

CBF-FM Montreal, Quebec; CBL-FM Toronto, Ontario; CBM-FM Montreal, Quebec; CBO-FM Ottawa, Ontario; CBR-FM Vancouver, British Columbia; CFCF-FM Montreal, Quebec; CFPL-FM London, Ontario; CFRA-FM Ottawa, Ontario; CHML-FM Hamilton, Ontario; CHOK-FM Sarnia, Ontario; CHSJ-FM St. John, New Brunswick; CJIC-FM Sault Ste. Marie, Ontario; CJOB-FM Winnipeg, Manitoba; CKCR-FM Kitchener, Ontario; CKGB-FM Timmins, Ontario; CJKL-FM Kirkland Lake, Ontario; CKOX-FM Woodstock, Ontario; CKPR-FM Fort William, Ontario; CKUA-FM Edmonton, Alberta; CKWS-FM Kingston, Ontario.

TV'S GROWTH

'48 Output High—Cosgrove

"IN THE past 12 months television has grown faster than any other major industry ever to appear on the American horizon," Raymond C. Cosgrove, executive vice president, Avco Mfgr. Corp., and a director of Crosley Broadcasting Corp., so informed members of the Boston Security Analysts Society at its meeting last Tuesday.

He pointed out that more than 80% of all TV receivers placed in homes since the end of the war have rolled off assembly lines this year. "Since January 1948, the industry has produced over a half million receivers—an increase of more than 300% over production for all of 1947," he said.

Mr. Cosgrove also expressed fear that proposed "repressive taxation and government controls" may hamper the television industry. "Only the threat of short-sighted policies which would further destroy the sources of new capital can hinder its progress," he concluded.

WIDE OPERATION

Maine Outlet Lists Staff

WIDE Biddeford, Me., new AM station of Biddeford Broadcasting Corp., has announced its staff personnel, with Gordon Lewis, president and general manager. Station, operating on 1400 kc with 250 w, is on the air from 6:30 a.m. to 12 midnight.

Mr. Lewis formerly was assistant manager of WPOR Portland, Me. Other personnel includes Arthur Deters, vice president and chief engineer, formerly at WNBH New Bedford, and Lucien Dumont, production manager, from WCOP Boston. In addition, three sales representatives, three announcers and two engineers are listed by the station.

EMERSON RADIO & PHONOGRAPH Corp., New York, declared year-end dividend of 20¢ per share payable on Dec. 16, 1948 to stockholders of record on Dec. 6, 1948.

COMPTON FOR ARC

Agency to Handle Driv

COMPTON Advertising, New York, will handle the 1949 American Red Cross drive on a voluntary basis with William Geoghegan as account executive. The drive, to run from March 1 to 31, has a goal of $65 million.

Radio spot announcements will be used during the last week in February and the first three weeks in March. Tentatively, a one-hour kick-off star show is planned for the evening of Feb. 28. The agency is hoping for the use of all four networks. President Truman will launch the campaign. Courtesy announcements and material worked into network show scripts will also be used.

Turntable

SPRING GARDEN BAND, organization of local amateur musicians in York, Pa., has announced its first album of recordings of American march music. Album was recorded for RCA Victor, Camden, N. J. Lester F. Loucks, brother of Phillip G. Loucks, radio attorney and former NAB head, is conductor-manager.

FREDERIC W. ZIV Co., Cincinnati, has announced that its *Favorite Story* program has been purchased by the Kansas City Power & Light Co., for WDAF Kansas City. Contract is for three years. Also Ziv's transcribed *Easy Aces* will be heard over KOL Seattle, under sponsorship of local Hotpoint dealers.

HAL TATE Productions, Chicago, announced that its syndicated quiz show *Who's Talking*, has been purchased by WHAM Rochester, N. Y., WCIF Mansonville, Ky., and renewed by WHAL Charleston, S. C., for another 13 weeks.

CHARLES MICHELSON Inc., New York, has announced the sale of its transcribed show *The Sealed Book* to 29 stations from Canada to California.

STANLEY FLORSHEIM, former advertising and sales director of Adam Hats, New York, has joined Frederic W. Ziv Co., also New York, as special sales representative. He will headquarter in Ziv's New York office.

Less SALES-RESISTANCE IN THE BILLION DOLLAR MARKET!!

ESTIMATED CASH FARM INCOME
$1,303,000,000

730 KC
1000 WATTS
KWOA
WORTHINGTON-MINNESOTA
SERVING AND SATISFYING THE RICH FARM MARKET

REPRESENTATIVES: BULMER & JOHNSON, INC. MINNEAPOLIS, MINN.

ADIO TALKS

U. of Alabama Series

UDENTS in the U. of Alabama's dio department this quarter are aring industry representatives scuss various phases of radio. ries is a joint project of the de- rtment and the Alabama Broad- sters Assn. Similar talks by in- stry representatives are planned r the university's winter and ring quarters, according to Leo artin, head of the radio depart- ent.

Speakers thus far have in- ded: William Fineshriber, gen- al manager of the CBS program partment; Raymond Swing, news mmentator; Howard E. Pill, pres- ent of WSFA Montgomery, and E. Reynolds, promotion manager WJRD Tuscaloosa.

Panel on sports broadcasting is anned for the final meeting of e first quarter series tomorrow uesday). Panel members will be harles Zeanah, WSFA sports di- ctor; Maury Farrell, WAPI Bir- ngham sports director; John rney, WAPI sports announcer, d Dave Overton, WBRC Bir- ngham.

C USES VIDEO

Launches Member Drive

HE AMERICAN Jewish Congress rchased the 10-10:30 p.m. pe- d over WCAU-TV Philadelphia w. 23 to aid its membership ive.

Television parties were held in homes of more than 200 AJC mbers throughout the Philadel- a area. Dr. Stephen S. Wise, sident of the World and Ameri- a Jewish Congresses, headed a of national and local AJC dig- aries in a round-table discussion the history, future and activities AJC.

The account is handled by the rry Feigenbaum Advertising ency, Philadelphia.

CCA RECORDS Inc., New York, de- red a regular quarterly dividend of ½¢ per share on capital stock pay- e Dec. 28, to stockholders on record c. 14.

WIEDEMANN

Sponsors Louisville TV

Negotiations for The Wiedemann Sports Eye *are completed by (l to r) E. R. Strauchen and J. P. Maupin of Strauchen & McKim; H. Tracy Balcom Jr., Wiedemann president, and Ralph Jackson, WAVE-TV sales manager.*

* * *

THE Geo. Wiedemann Brewing Co., Newport, Ky., has signed for sponsorship of *The Wiedemann Sports Eye* on WAVE-TV Louisville, Ky. The firm also will sponsor a series of television film commercials on the station through Strauchen & McKim Advertising, Cincinnati.

The Wiedemann Sports Eye is seen each Saturday night and presents film highlights of outstanding sports events. Wiedemann's, reported to have been one of the first video sponsors in Cincinnati, now claims to be one of the charter sponsors in Louisville. In addition to its television activities, the firm is a large user of regional radio advertising.

Lerch Wins Award

NATIONAL SAFETY COUNCIL has presented award for most original Farm Safety Week program to Don Lerch, CBS director of agriculture broadcasts, for *Country Journal* broadcast of July 24. This marks the second consecutive year *Journal* has won award.

AAAA EXAMS

Annual Tests Scheduled

ANNUAL examinations in advertising, sponsored by the American Assn. of Advertising Agencies, have been scheduled for Feb. 19 and Feb. 26, 1949. The tests, designed to assist young people to gage their aptitudes for advertising, will be held in St. Louis, Dallas and San Francisco as well as in the 11 cities where they have been given in previous years.

Candidates for the advertising profession will take approximately 20 aptitude, temperament and vocational-interests tests on Saturday, Feb. 19. Exams on the following weekend will comprise a choice of tests in such practical fields as copy writing, merchandising research, mechanical production, media selection, layout and art, plans and merchandising and radio and television production.

Any person not employed by an advertising agency is eligible. If still in college, examinee must be in his final year.

Reports on aptitudes and knowledge of selected fields will be given to applicants, who may authorize the AAAA to make his test results known to agencies and other industry employers. Records may also be used to support future job applications.

Arrangements for offering the tests in each city will be announced shortly by AAAA council and chapter examination committees. They were held last year in Boston, Chicago, Cleveland, Dayton, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, and Portland, Ore.

SUPERMARKET VIDEO

New York Experiment Tried

WJZ-TV New York last week cooperated with Modell & Harbruck, independent television production firm, in a three-day experiment designed to test the point-or-sale impact of telecast advertising. Four TV sets installed in a Grand National Supermarket in New York, in addition to any home receivers that chanced to tune in, received a two-hour program of recipes, recorded music and housewife chatter, interspersed with film commercials for an assortment of nationally advertised products on sale in the store.

Titled *Market Melodies*, the 10 a. m. to noon telecast featured Ann Russell, actress and model, as mistress of ceremonies, assisted by Walter Herlihy, ABC announcer and guests. If the video version of Storecasting is successful, the producers plan to install sets permanently tuned to one channel in about 100 large retail groceries throughout New York. Participating advertising will be sought from the manufacturers of grocery products.

You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

Test CITY AND FARM MARKETS with kglo

Serving a rich market — almost equally divided between rural and urban listeners. Ideal for testing, use these foremost stations to get real sales push.

kglo 1300 KC 5000 Watts CBS Affiliate

KGLO-FM 101.1 MC Channel 266 ERP 16,000 Watts

Covering 29 counties in Iowa and Minnesota — rich agricultural regions. KGLO-FM carries AM programs . . . a plus coverage feature.

Lee STATIONS

—WGMW—

Meadville, Penna.

NOT ONLY BROADCASTS YOUR SHOWS . . . WE PROMOTE THEM . . . OUR LISTENING AUDIENCE IS A BUYING AUDIENCE. DIRECT SALES GAINS ARE THE RESULTS OF YOUR WMGW SPENT ADVERTISING $$$.

For further information contact Vic Diehm c/o WMGW

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

AP RADIO

WHEN THE venerable Associated Press began admitting radio stations to membership 13 months ago, many a newspaper-member, shuddering at this revolutionary development, was outspokenly fearful that the upstart radio could not uphold the best traditions of the service.

The AP's historic operational principle which requires members to exchange news with the association, it was feared, could not be followed successfully with radio in the clan. Only newspapers, these newspapers said, could be depended upon to provide fast, accurate service to the association.

A random check of AP files in New York last week showed that the fears of the old-time members of the AP were groundless. Instance after instance was found to prove that radio newsmen had supplied AP with substantial news stories.

Contributions of Radio

The search of the AP files confirmed recent statements by Alan J. Gould, AP executive editor, at the AP Managing Editors Assn. meeting in Chicago, that radio members were supplying "an increasing and substantial volume" of news.

Among the samples of radio contributions to the AP report, according to AP, were:

On a sensational mine disaster, Richard Owens of WISL Shamokin, Pa., telephoned his first information to AP, then went to the isolated minehead and telephoned full details and cleanup information.

John Roberts, news editor of KIMA Yakima, Wash., turned in 15 "good" state stories in one month. Gene Zack, news editor of WSPR Springfield, Mass., delivered six in a week.

An unusual incident in radio news coverage for AP involved Jack Roberts, news director of KHUZ Borger, Tex. Out for an automobile drive with his family, Mr. Roberts ran into an 80-mile-an-hour windstorm. It whipped his car from one side of the highway to the other. Visibility was cut to a few feet.

He reached KHUZ only to find that telephone poles were down, all communications out, and he had a major story on his hands—for AP and his listeners.

Unable to contact the Dallas AP bureau by ordinary communications, Mr. Robert remembered Ray Samerson, a Borger "ham" (W5-BFA). Mr. Samberson reached C. A. Todd at W5-KUJ Dallas. From Mr. Roberts to Mr. Samberson to Mr. Todd and by phone to the Dallas AP the story moved. It was on AP wires within an hour after the storm hit—a beat for AP members on a story of importance throughout Texas.

Nov. 9—WPWA Chester, Pa., covered quickly and accurately a shooting rampage.

Mine Accident Report

Oct. 27—Andrew W. Vickers of WMON Montgomery, W. Va., reported rapidly and in detail when a mine accident killed two men.

Oct. 8—Lawson McCall, commentator for KEX Portland, Ore., gave the first news on a downtown hotel slaying.

Oct. 7—Carl Phillips, KPAS Banning, Calif., phoned a spectacular mountain fire story.

Sept. 21—Mark Weaver of the news staff of WKY Oklahoma City, was prompt and accurate with names and details when gas truck overturned killing five persons.

Sept. 14—WINX Washington supplied the first information on a train wreck between Philadelphia and Atlantic City.

Sept. 1—Miss Pan Dodd, news editor of WKGN Knoxville, Tenn., provided a beat of several hours on a Ku Klux Klan initiation arranged to coincide with Henry Wallace's speech in Knoxville.

Aug. 28—Seventeen Texas radio stations provided election returns.

Aug. 18—News Editor Dale Clark of WAGA Atlanta supplied a beat on the capture of two escaped convicts; six days later News Editor Les White and reporter Norman Westbrook of WCON Atlanta supplied another on the capture of two convicts involved in another break.

Aug. 18—George Gardner of WPTW Piqua, Ohio, covered on a $500,000 fire.

Aug. 17—WICC Bridgeport, Conn., covered on an express train death 50 miles away.

Aug. 11—Jim Bormann of WMT Cedar Rapids, Iowa, supplied the first news on death of state legislator at Iowa City.

B-17 Wreck

Aug. 12 — Thad Sandstrom of KTOP Topeka, Kans., gave a fast early-morning tip on a B-17 wreck that killed five.

Aug. 12—Alert protection by WJDA Quincy, Mass., enabled AP to score a clean beat on Gov. Tobin's acceptance of appointment as Secretary of Labor.

July 10—John Harrington, night news editor of KTAR Phoenix, covered quickly on an airplane crash in Phoenix.

June 10—Harry Kaufman of WDAF Kansas City, enabled AP to obtain a beat of one hour and 20 minutes on a St. Joseph airfield fire that destroyed a hangar and 21 planes.

AP executives state that AP broadcasters' associations are entitled to most of the credit for the increased filing by radio members. These associations set up special committees to stimulate news exchange through AP. Twenty-five state or regional associations have been formed, covering 35 states, the District of Columbia and Alaska. Others are in process of organization.

Contributions Cite

INAUGURAL

'Voice' to Cover Full

THE PRESIDENTIAL Inauguration Jan. 20 will be given full coverage by the State Dept.'s "Voice of America" for transmission abroad, it was disclosed last week by Joseph Sitrick, special events director, International Broadcasting Division.

Present plan is to record the Capitol ceremonies, parade and inaugural speech in English and possibly Spanish, for transmission to New York for instantaneous broadcast.

The Washington pickup is slated to be routed to other language desks where it will be translated for use from one to two hours later. Broadcast time will be governed by listening hours best suited to the country receiving the broadcasts. IBD intends to utilize the full quota of 19 or 20 tongues.

ANTENNA
phasing equipment

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM iso-couplers
Standing wave indicators
Tower lighting filters
Supports for open wire transmission lines
Pressurized capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

Write for specific information directly or through your consulting engineer.

E. F. JOHNSON CO.
WASECA, MINNESOTA

TOPS in TOWER CONSTRUCTION

- GROUND SYSTEMS
- TOWER ERECTION
- COAXIAL TRANSMISSION LINES
- MAINTENANCE and PAINTING
- FM and TV ANTENNA

Over 500 satisfactory installations from Coast-to-Coast. What we have done so well for others should suggest that you consult America's foremost tower specialist on your next tower or antenna job.

TOWER CONSTRUCTION COMPANY • SIOUX CITY, IOWA
402 COMMERCE BLDG. PHONE 5-6761

POWER INCREASE

KPOR (FM) Goes to 80 kw

KPOR (FM) Riverside, Calif., is increasing its power from 20 kw to 80 kw, W. L. Gleeson, president of Broadcasting Corp. of America, KPOR owner has announced. The station, with operations at both Riverside and San Bernardino, is assigned 97.5 mc Channel 248.

KPOR will again increase its power next summer when it goes to 200 kw or full power along with its TV outlet, KARO, both located atop Cucamonga Peak.

The licensee also operates KPRO Riverside-San Bernardino, KREO radio, KROP Brawley, KUCB Blythe and the California Rural Network.

REP. DAVIES

Has P. R., Radio Experience

WHEN the 81st Congress convenes in January, its youngest legislator will be 28-year-old John C. Davies, Democratic Representative-elect from the 35th district of New York. Those qualifications include a personal knowledge of the radio industry.

A graduate of the U. of Alabama and Hamilton College, he opened his own publicity office in Albany in 1941 after editing a rural weekly for one year. Two years later he joined the New York Office of the Westinghouse Electric Corp.'s public relations department. He became vice president of the Earle Ferris Co., national public relations firm, in 1946. Mr. Davies also is credited with having written several network shows.

Mr. Davies, who defeated Rep. Judwen C. Fuller (R-N. Y.) by a margin of 162 votes, will be the first Democrat ever elected from that New York District.

PAIGE OF MBS

Heads Program Operations

AS THE FIRST step in the anticipated expansion of the MBS program department, Jack Paige, the network's director of special events, last week was appointed manager of program operations.

Mr. Paige

The successor to Mr. Paige as director of special events was not announced, but it was believed probable that Arthur Feldman, now Mutual news chief in Washington, would be moved into the job. Mr. Feldman was an assistant to A. A. Schechter, now Mutual vice president in charge of news, special events and publicity, when both were at NBC before the war.

Mr. Paige, who became director of special events in February 1946, will supervise the network's "overall programming schedules and will coordinate the functions of the various program divisions," according to Phillips Carlin, vice president in charge of programs. He will report to Mr. Carlin.

Milton Burgh, the network's news director, will take charge of Mutual's special events until a successor to Mr. Paige is appointed.

Waring Opens Firm

ANNOUNCEMENT of the opening of a new public relations agency, headed by Nancy Lee Waring, was made last week. Offices are at 18 East 48th St., New York. She was formerly with Allan Meltzer, New York public relations counsellor and prior to that was public relations director and assistant advertising manager of Jay Thorpe, New York dress salon.

TOY APPEAL

Sponsor Is a Participant

INTRIGUED by the humanitarian theme of his show, one Washington, D. C., sponsor is personally assisting in the distribution of gifts to orphans at the institutes where radio appeals for toys are originated.

Sidney Kolker, owner of the Washington Beef and Provision Co., Nov. 27 joined Jerry Strong, WINX Washington morning man

In the role of Santa, Mr. Strong has the assistance of his sponsor, Mr. Kolker (l) and Mr. Bordley, the account executive.

* * *

who plays the role of Santa Claus, in the first of a series of five pre-Christmas broadcasts his company is sponsoring over WINX.

The first program, originating at the Children's Country Home, carried appeals for toys for orphanage children, as will subsequent shows, heard Saturday afternoons.

Also serving as Santa's helper was Robert A. G. Bordley, Ernie Johnston Agency account executive, who assisted Mr. Kolker and the jolly, bewhiskered gentleman in the distribution of balloons and favors to the orphans.

TV EQUIPMENT

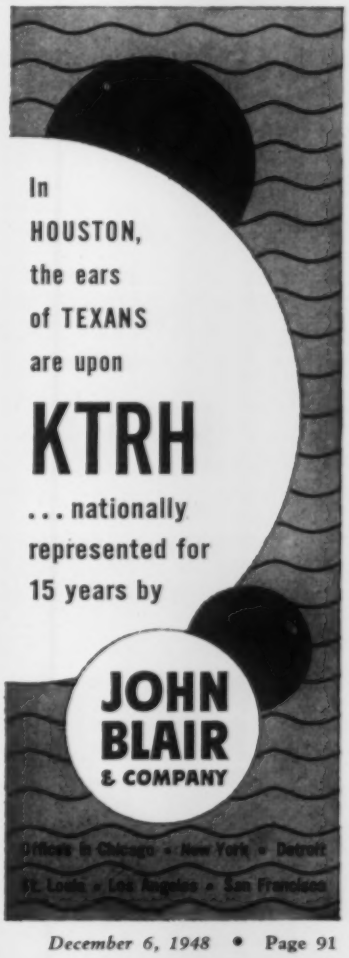
New Firm Formed in N. Y.

TELEVISION Equipment Corp., New York, has been formed to engage in development and manufacture in the fields of television pick-up and transmission and military electronics. A low cost television camera for industrial and studio use is the first item on the agenda of the new firm, which has set up laboratories and production facilities at 238 William St., New York. TEC is a subsidiary of International Television Corp., New York, whose president, John B. Milliken, will serve the new company in the same capacity.

Leonard Mautner, formerly manager and chief engineer of the television transmitter division of Allen B. Dumont Labs, has been appointed vice president of TEC. William Brown is secretary and chief engineer.

KNOW MONTANA
MEMO
Ex-president Hoover, was asked whether a young mining engineer, looking for advancement, would find great opportunity in the Soviet Republic. The reply was crisp: "There are more minerals in the State of Montana than in the whole of Soviet Russia."
Montana's water-power potential is greater than ANY OTHER STATE!
Gold is produced in 21 of Montana's 56 counties.
YOUR BEST SALES IMPLEMENT IN MONTANA
The ART MOSBY STATIONS
KGVO
5 KW DAY • 1 KW NITE
MISSOULA
KANA
ANACONDA BUTTE
250 W
KGFM
GREAT FALLS
5 KW
IN PROGRESS
MONTANA

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT


In HOUSTON, the ears of TEXANS are upon
KTRH
. . . nationally represented for 15 years by
JOHN BLAIR & COMPANY
Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

ADVERTISEMENT—

AN OPEN LETTER TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

When Ken Godfrey spoke for the AAAA at the recent FMA Chicago Convention, he presented a very factual story of the agency reaction to FM Advertising. The most important feature of his talk was the fact that the Agency and Advertiser wants and needs more factual information on Market Data and the selling impact of FM.

To learn how potent FM is as an advertising medium by itself you must use exclusive FM stations that have become established in their communities. The use of AM-FM duplicating stations will *never* give you the answer.

Our FM only stations in two of America's greatest markets, KOZY (FM) in Kansas City and WASH (FM) in Washington, D. C., are two stations on which you can test FM at fair rates and know that the results you get were derived exclusively on FM.

If you want the FM answer, write us for rates.

TESTED... PROVED SUCCESS

the "GREATEST of the GREAT"!

...WILL MAKE MONEY FOR YOU

Sponsor or prospect . . . here is a dynamic show that will work. It's proved its punch on a gamut of products from A to Z. A Terrific Sports Program . . . 5 minutes . . . 5 times a week.

Famed Jack McLean, "The Man About Sports" at his dynamic best.

The "Greatest of the Great" is a proved money maker for others, will pay out for you.

Send for Audition disc and low rates for your station.

SEND FOR FREE TRIAL

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept.126
CHICAGO 10. ILLINOIS.
Please send me without obligation Free Audition platter and low rates. On the "Greatest of the Great."
Name.....
Address.....
City..... State.....
Station.....

RADIO SONS of the soil discuss agriculture in the WJR Detroit mobile studio. L. to r. are Wallace Kadderly of KGW Portland, Ore., new national president of the Radio Farm Directors; Charles Worcester of WMT Cedar Rapids, Iowa, outgoing national president; Frank E. Mullen, president of the G. A. Richards stations (WJR, WGAR Cleveland, KMPC Los Angeles); Phil Alampi of WJZ New York, new secretary-treasurer of RFD, and Marshall Wells, WJR farm director.

TV NETWORKING

Werrenrath Gives Views

TELEVISION networking is of "vital importance" to the advertisers because it makes the medium "economically feasible," Reinald Werrenrath Jr., production director of TV remotes at NBC's Central Division, told members of the International Assn. of Fairs and Expositions at its annual meeting in Chicago's Sherman Hotel Wednesday.

After discussing allocations and receiver distribution, Mr. Werrenrath outlined methods by which video can promote fair attendance. These included use of jeep studios, which have been featured at expositions in Iowa and Canada—inter-fair hookup, by which attractions in one section of a fair can be relayed via television to another, and receiving sets spotted throughout the park for the entertainment and enlightenment of those in attendance at the fair or exposition.

HALL OF FAME

Nominations Asked by AFA

"TO QUALIFY for election, candidates must have been deceased at least two years."

That unusual specification was issued last week by the Advertising Federation of America in soliciting nominations to the group's Hall of Fame.

Plans for the establishment of the hall were released last week by Elon G. Borton, AFA president and general manager. To be located in the club house of the Advertising Club of New York, the hall is to honor those of "special achievement and service in the upbuilding and advancement of the social and economic values of advertising."

REGAL AMBER BREWING Co., San Francisco, sponsor of *Light and Mellow* program on KNBC, same city, was awarded the Advertising Assn. of the West's Vancouver trophy on Nov. 24. Award was won at the AAW convention in Sacramento, Calif.

WEIL'S WORK

$50,000 in Two Months

PUTTING into practice his optimistic philosophy toward 250 w stations has paid off well for Eugene P. Weil, sales and promotion manager of WABY Albany, N. Y., and for the station.

The station's sales department negotiated and signed contracts for local business during October and November aggregating better than $50,000, according to Russell B. Wilde, WABY general manager. Business signed included contracts from 13 to 52 weeks in length.

Mr. Wilde cited the article written by Mr. Weil for the Jan. 12 issue of BROADCASTING in which he emphasized his broadcasting philosophy that the 250 watter with the right kind of pitching to the home folks, could do big business and out-Hooper even the powerful network operations.

"We at WABY now realize since Mr. Weil joined the station, that he is putting into practice what he said in his article," Mr. Wilde said, "and we look forward to a big year for our station in Albany."

WABY, on 1400 kc with 250 w, is owned by the *Knickerbocker News*, a Gannett newspaper, and is a member of the new Gannett Radio Group.

REC PROJECT

Slides on Radio History

RADIO Executives Club of New York will undertake a project to build and develop a permanent store of photographic slides chronicling the history of the broadcasting industry. Carl Haverlin, president of the organization and BMI head revealed the project first at a meeting of the Radio Executives Club in New York Nov. 19. (BROADCASTING Nov. 22.) Since then further details have been worked out.

It is expected that the pictures will be set up in three groups—the '20's, the '30's during the growth of the networks, and the '40's dealing with radio's wartime effort. Mr. Haverlin said he is willing to serve as recipient of the pictures which broadcasters and agency personnel would forward to him at BMI headquarters, 580 Fifth Ave., New York.

The plan to acquire the memorabilia came about when REC presented a series of about 50 slides made from old photos contributed by stations and other sources, including the files of BROADCASTING. Mr. Haverlin pointed out the need for preserving photographs still in existence.

Pictures sent to him will be copied or made into slides and returned to the owners, Mr. Haverlin said. Due credit will be written into the continuity or commentary for the slides. Contributors are asked to insure packages and inscribe sufficient material for caption.

Tums on TV

LEWIS HOWE CO., St. Louis, for Tums, will sponsor "round-robin" series of television spots on six New York stations for 14 weeks beginning late this month. Schedule drawn by Ruthrauff & Ryan, Chicago, calls for a one-minute film spot to be televised one day weekly by each outlet in succession. Time clearances are now being checked. Firm, also for Tums, sponsors *Date With Judy* (NBC).

WMPS
MEMPHIS

68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

Represented by

RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

FCC Actions

(Continued from page 85)

December 2 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

The News-Sun Bestg. Co., Waukegan, —CP new AM station 1210 kc 1 kw D. AMENDED to request 1220 kc, install DA.

Transfer of Control

WKJG WKJG-FM Fort Wayne, Ind.—Voluntary transfer of control from William A. Kunkel Jr., deceased, to William Kunkel III, administrator of estate.

WMOU Berlin, N. H.—Transfer of control from Arthur O. Bell, Leon C. Bell, Arthur J. Bergeron, Carl E. Morin, George Brassard, Willard D. Huber and Albert N. Morris to John A. Guider.

WLPM WLPM-FM Suffolk, Va.—Relinquishment of control by Abram Brody to Leo Brody.

WIL St. Louis—Acquisition of control by L. A. Benson through retirement of C. W. Benson of 49 sh to treasury of licensee firm.

License for CP

KSD St. Louis—License to cover CP decrease power etc.

WAAT Newark, N. J.—Same.

FM—Satellite

WFMR New Bedford, Mass.—CP install synchronous satellite trans. on 41 mc with ERP 700 w.

Modification of CP

WMBI-FM Chicago—Mod. CP new FM station for extension of complete date.

WOAK Oak Park, Ill.—Same.

WMKA New York—Same.

KGNC-FM Amarillo, Tex.—Same.

KFYO-FM Lubbock, Tex.—Same.

WPDX-FM Clarksburg, W. Va. — Same.

TENDERED FOR FILING

Assignment of License

WCNU Crestview, Fla.—Assignment license from Cyril W. Reddoch and Burson Whittington d/b as Gulf Shores Bestg. Co. to Cyril W. Reddoch, Jon B. McCrary and D. G. O'Neal d/b Gulf Shores Bestg. Co.

WHAL Shelbyville, Tenn. — Assignment of license from J. O. Fly Sr., George F. Fly and Harvard P. Smith d/b as Shelbyville Bestg. Co. to Shelbyville Bestg. Co. Inc.

AM—790 kc

WQXI Buckhead, Ga.—CP increase 1 kw to 5 kw.

APPLICATIONS RETURNED

WJMW Athens, Ala. — RETURNED Nov. 30 as incomplete application for license to cover CP new AM station.

Clarence Williams, Pensacola, Fla.—RETURNED Nov. 29 as incomplete application for CP 1550 kc 150 w-N 100 w-D limited hours.

WSSO Starkville, Miss.—RETURNED Nov. 29 as incomplete application for assignment of CP from Grady Imes, Ewes P. Hartness, C. C. Hollinshead and Joe Phillips d/b as The Starkville Bestg. Co. to The Starkville Bestg. Co.

SERRISOID

REL Modulator Exhibited

SERRISOID MODULATOR, a radically simplified FM transmitter developed by Radio Engineering Labs., Long Island City, N. Y., was exhibited last Tuesday at Washington's Hotel Statler to industry and government representatives. Unit was introduced by REL at the FMA convention [BROADCASTING, Oct. 4]. Among those attending the exhibit were FCC Chairman Wayne Coy, Comrs. E. M. Webster and Frieda and John A. Willoughby, acting chief engineer. Several FCC engineering representatives also observed the exhibit.

The Serrisoid Modulator operates on low power and can be installed for about $2,900. It is described to be as easy to operate as a public address system. Maintenance and supervision costs there are low. The unit is especially adaptable for use by small towns, community civic groups, clubs, schools and churches. According to REL, scores of such stations could use the same wave length.

SCIENCE ON TV

Idea for RFD's

By DANA D. REYNOLDS
In Charge of Operations, Radio and TV U. S. Dept. of Agriculture

RADIO farm directors looking for toe-holds in television during this interim period when the bulk of the dipoles are on city roofs may get one idea for agricultural shows—with appeals broad enough to hold the general audience—from *The Nature of Things*, Dr. Roy K. Marshall's program Thursdays, 8:15 p.m. on NBC-TV.

The central idea in this show may hold good even after straight farm TV shows hit their stride. This is a science show—pretty pure science, in fact. But don't let that scare you just yet.

Stepping out of Philadelphia's Franklin Institute into the WPTZ studio, Dr. Marshall may seem to hold unique advantages for TV programming, peculiar to his type of situation.

Museum Props

He does draw heavily on years of museum background for his show. He even uses some of the easily-portable museum pieces for props. It's questionable, however, whether he has any more or better information and props than available to the RFD from his state experiment station, and elsewhere.

But Dr. Marshall disdainfully rejects any dependence on novelty items, and gadgets in general, for their own sake. In fact, he cites the recent demise of two TV shows parading the ingenious creations of modern mechanical and electrical wizards. Dr. Marshall thinks one weakness of the shows was a rather confusing assortment of gadgets.

In his show, on the other hand, he carries through a thread of science, with the gadgets demoted to supportive, example roles.

How pure is Dr. Marshall's science?

Well, most popular of the year's shows dealt with atomic energy. Next came the fourth dimension. . . . And then a couple about the human eye.

Searching for comparable general-interest topics in agricultural science, you hit upon the new weed-killers . . . Dr. Marshall begins to twist that idea around into a general feature on how plants grow, bringing out the role of hormones. . . . By the time he's through, he at least has titillated the average person's persistent curiosity about living processes . . .

You soon begin to project in your own mind similar treatment of other agricultural topics of greater or lesser breadth—plant and animal genetics, animal nutrition and disease.

Underlying Dr. Marshall's TV presentations is a rather definitely-conceived strategy.

It includes: (1) Play to the universal appeal of—the preoccupation with—the imponderable; (2) provide (subtly) as many handholds as feasible for various interest groups in your audience; (3) offer just enough implication of applications to prompt the viewer to go of his own volition to the county agent or college of agriculture for more information.

Simple and Direct

Dr. Marshall's presentation is simple and direct. No foils—sweater-type or otherwise. It's just, "Good evening, friends. I'm going to talk with you again tonight about clocks." And then it's 15 minutes of what he calls his "patter," and his gadgets and chalk talk. (This, of course, is not to suggest that another scientist might not profit greatly from the support, say, of a radio farm director in the show with him.)

Dr. Marshall's formula is: Start with the application . . . then the underlying scientific story . . . ending with the application as a tagline. Other points of technique include: Tell the same principle in several different ways to make sure the audience gets it.

When you introduce, say, a chicken as exhibit material, *instantly* direct attention to one point about the bird you want to discuss; hold attention on that one point . . . and then dispose of the prop. Play on the things scientists don't know—the public likes it.

Dr. Marshall has had years of experience studying audience reaction . . . The doctor suggests that we might get candid, illuminating reactions to TV shows by planting a hidden mike in the midst of unsuspecting televiewers.

Appeal to Children

As to his TV show, he has a considerable volume of correspondence. . . . With an eye to promotion, he suggests relating topics discussed to things of current interest to children . . . The kids like to do their home work from the TV screen . . . it saves parents a lot of rummaging through encyclopedias and holds the attention of the entire family.

All of you who have been through the past two decades of AM radio recall the marvelous feeling of emancipation with the demise and burial of the old college-type, or scientific, lecture. You may shudder at the thought of its reincarnation via TV.

Well, TV seems to offer a much better opportunity to do science shows than AM does . . . However, it's only fair to offer you complete moral support in requiring any would-be Roy Marshall to pass muster, for personality and techniques, in a dry run.

Perhaps it's even in order to reintroduce a thought that some of us in AM have kicked around for a number of years. Nearly every institution has one or more members of its staff thoroughly grounded in science . . . who radiate authority and have a flair for presenting science in a simple, intriguing way.

Can a job as contact with thousands of people (whether by TV or otherwise) be made appealing enough to wean him away from his experimentation or administration in science?

This piece is thrown out as one of Dr. Marshall's lectures—a bit of pure TV programming "science" so far as your practical day-to-day TV operation is concerned.

THE AUTHOR wrote this article for radio farm directors as a "bit of pure TV programming 'science' so far as your practical day-to-day TV operation is concerned." It was printed originally in full by the U. S. Dept. of Agriculture's Office of Information in its weekly "RFD Letter." Mr. Reynolds is heard weekly on ABC's "American Farmer" program dealing with the business side of farming. In addition, he is active in the Dept.'s TV and radio research project.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO DECEMBER 2

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,833	281 [1]		536	292
FM STATIONS	195	725 [2]	61 [3]	86	32
TV STATIONS	7	116 [4]		312	182

[1] 60 are on air; [2] 472 are on air; [3] 18 are on air; [4] 40 are on air. All licensed stations also are operating.

AM APPLICATIONS

Cisco, Tex.—George R. Winston, 1250 kc, 250 w, daytime. Estimated cost of construction $11,075. Mr. Winston is sales engineer for Houston Radio Supply Co. Inc., Houston. He has been engineer at WWL New Orleans and at one time headed his own engineering firm. Filed Nov. 26.

Galion, Ohio—Central Ohio Broadcasting Co., 590 kc, 1 kw, fulltime. Estimated cost of construction $37,398. Company is composed of three equal partners: Homer Akers, photographer; Charles V. Lundstedt, physicist in electronic research, and Emmitt Akers, machinist. Homer Akers is former employe of WEXL Royal Oak, Mich., and WHBI Newark. Filed Nov. 26.

New Bedford, Mass.—New Bedford Broadcasting Corp., 1270 kc, 500 w, daytime. Estimated cost of construction $24,400. Three equal owners in firm are: Frank Kmiec, owner-manager of Bay State Radio and Appliance Co., president; Daniel P. David, attorney, treasurer, and Josephine David, secretary to her brother Mr. David and real estate owner, clerk. Filed Nov. 29.

At Deadline ...

MEIGHAN SAYS CBS LIMITS SPOT LIST TO 15

CBS VICE PRESIDENT Howard S. Meighan testified "categorically" Friday that CBS Radio Sales will limit its national spot representation to 15 stations, including its own. It now represents 12.

Appearing in FCC's hearing on spot representation practices (early story, page 21), he said he was "empowered" to make that commitment and that he would be surprised if Radio Sales should add even one more. On cross-examination by NARSR counsel, he said he didn't know whether that limitation would apply to TV stations.

He made disclosure after NARSR Attorney William C. Fitts introduced letter from CBS to FCC refusing to make definite commitment on 15 limit. One reason for that refusal, he said, was feeling that FCC lacked jurisdiction.

Asked by FCC General Counsel Benedict P. Cottone why CBS would so limit itself if it saw nothing wrong in network representation of stations, he said Radio Sales regards 15 as maximum it can adequately serve. Commitment also designed to "calm the fears" of independent representatives, he said.

Miss Gertrude Scanlon, BBDO account executive on Wildroot account, testified earlier under subpena on behalf of CBS. Testimony of Carl J. Burkland, general sales manager of Radio Sales, was interrupted by illness attributed to "nervous" condition and described as not serious.

DAVIS ANNOUNCER AWARDS

HOWARD REIG, WGY Schenectady announcer, named national winner H. P. Davis 1948 National Memorial Announcers Award. Other winners, announced on NBC network Friday night, were: Paul Shannon, KDKA Pittsburgh, 50,000 watt stations; Dean Montgomery, KELO Sioux Falls, regional stations; Irving Berndt, WRAK Williamsport, Pa., local stations; Norman Barry, WMAQ Chicago, owned and operated stations. Honorable mention: James Westover, KDKA; Bob Kay, WAVE Louisville; Ernie Kovacs, WTTM Trenton; Starr Yelland, KOA Denver.

PAULEY SEEKS KLAC-TV

OILMAN Edwin W. Pauley and associates applied to FCC for facilities assigned to Mrs. Dorothy Thackrey's KLAC-TV Los Angeles as alternative move if FCC upholds its ruling that competing bid, under AVCO Rule, must be filed for all Thackrey properties up for sale and not for KLAC-TV alone [BROADCASTING, Nov. 1]. Application is in name of Southern California Television Co., which said it would reimbuse Mrs. Thackrey for "reasonable expenditures" thus far incurred for KLAC-TV. Station is on Channel 13.

ABC 9-MONTHS NET OFF

ABC and subsidiaries report for nine months ended Sept. 30, estimated net income $440,000 after taxes, or 26 cents a share on 1,689,017 shares of $1 par common stock. Last year's net, same period, $1,050,000, or 62 cents a common share on same number of shares. Decrease largely due to loss from television operations, ABC said. Gross income this year up $942,065 over last year.

WAYNE COY TELLS TRUMAN OF LONG-RANGE PLANS

WAYNE COY, FCC chairman, conferred with President Truman on long-range Commission plans Friday afternoon in White House visit, presumably going into TV allocation, clear-channel and legislative problems. President gave his views to chairman on many radio problems.

"Will you remain at FCC?" chairman was asked by reporters.

"Let's put it this way," he replied. "I've no plans to leave. I have a contract until June 30, 1951."

With chairman at White House were his two youngsters, Wayne Jr. (Chay), 10, and Stephen, 17. Chay started to ask for Presidential autograph but went speechless. President laughingly recalled he was speechless first time he met late President Roosevelt because latter did all the talking.

Chay got the autograph. He and Stephen also got "Stolen from the desk of Harry Truman" ball-point pens, with admonition to hide them from Secret Service while leaving White House.

Chairman Coy, asked about FCC budget plans, said, "They tell me I'm getting what's coming to me because I once was Assistant Budget Director." He was absent from Commission Thursday with heavy cold.

THOMPSON TO 'VOICE'

JAMES F. THOMPSON, Belmont, Mass., former Raytheon Mfg. Co. vice president, named associate chief of "Voice of America" operations by State Dept. Mr. Thompson, one of two associate chiefs reporting to Charles Thayer, acting chief of International Broadcasting Division, has assumed his new duties in New York. Born in Centreville, Ala., he has served as engineer at WAPI Birmingham and WJBY Gadsden, Ala.

GE SWITCHES 'HOUSE PARTY'

GENERAL ELECTRIC Co., Bridgeport, Conn., Jan. 3 switches *GE House Party*, five weekly on CBS, to 266 ABC stations (including Honolulu outlet), Mon.-Fri., 3:30-4 p.m. Move believed due to GE's cut in radio budget to invest in television. Agency, Young and Rubicam, New York. GE sponsors two video shows, *NBC Newsreel* on NBC-TV, through Maxon Inc., New York, and *Eyes Have It*, on WCBS-TV, through BBDO, New York.

THREE BUY NIELSEN

COLGATE-PALMOLIVE-PEET Co., Jersey City, Pedlar & Ryan, New York, and C. J. LaRoche & Co., New York, contracted for national Nielsen Radio Index service for minimum two-year period. C-P-P bought most all optional NRI features. Pedlar & Ryan took three optionals.

GENERAL MILLS, Minneapolis, has signed $1½ million, ten-year contract with Ted Steele, pianist-singer, calling for his exclusive daytime television services. Company today (Dec. 6) starts sponsoring his program on WABD (TV) New York, Mon.-Fri., 12-12:30 p.m., for Bisquick, Wheaties, Betty Crocker cake mix and Betty Crocker soups. Agency, Knox Reeves, Minneapolis.

GILLETT URGES BETTER USE OF PRESENT TV BAND

LIKE IT OR NOT, we're stuck with present TV allocation, Glenn D. Gillett, consulting engineer, told FCC-industry informal engineering conference to revise TV and FM standards. Job is to make this plan work, he said, suggesting carrier synchronization and directional receiving antennas as one way to lick tropospherics instead of wider station separations (see early story, page 35). Others appearing Friday included:

Paul A. deMars, of Raymond M. Wilmotte Inc. who described "polycasting" plan for UHF band (see story page 73). Donald G. Fink, Joint Technical Advisory Committee vice chairman, discussed FM equipment characteristics pertinent to allocations. Julian T. Dixon, FCC FM engineer, reviewed FM tropospheric report issued in mid-November. Cyril M. Braum, chief of FCC's FM engineering division, discussed FM interference ratios. Prof. Edwin H. Armstrong, FM inventor, challenged accuracy of measurements contained in FCC report on tropospheric and sporadic E field intensities, made in conjunction with RCA at Princeton. Dr. George H. Brown of RCA Labs. and Wilmar K. Roberts of FCC Laboratory Division explained aspects of tests.

TV FASTEST GROWING INDUSTRY, SAYS FOLSOM

FRANK M. FOLSOM, new RCA president, told Boston's Clover Club Saturday television is "fastest growing new industry" in U. S. "This new art should add $8,000,000 a year to the national economy five years hence," he said, and "would place the radio-television industry among the ten largest."

Predicting 1,600,000 new TV receivers added in 1949 to 1,000,000 already in use, Mr. Folsom estimated that by 1953 there would be 17,000,000 sets with potential audience of 50 to 60 million.

Closed Circuit

(Continued from page 4)

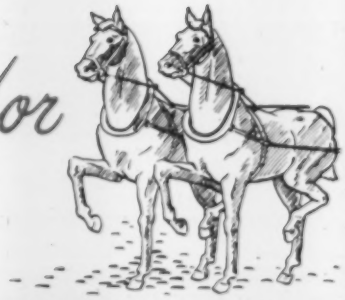
ported words exchanged over TV's bid for one choice White House camera position, in view of pool coverage. Some of newsreels criticized video's stand, citing what they termed its limited audience. Newsreels had suggested variation of "straw-pulling" method.

INSIDERS are chalking up Jimmy Petrillo's appointment as inaugural music chairman and masterminding of his public relations counsel Hal Leyshon, ex-editor-broadcaster. Mr. Leyshon apparently has kept Jimmy under wraps since his retention more than year ago as associate director of publicity of Democratic National Committee during last campaign, serving voluntarily and almost anonymously.

ALTHOUGH AFL at its national convention two weeks ago went all out for repeal of both Taft-Hartley and Lea (anti-Petrillo-featherbedding) Acts, Secretary of Labor Tobin did not endorse both actions, as reported in some accounts. It's reliably learned he refrained from comment on Petrillo law.

LIGGETT & MYERS (Chesterfield) has completed arrangements with Washington club for telecast rights to 1949 Senator baseball. Sum undisclosed but Owner Clark Griffith has confirmed "verbal agreement." Firm still negotiating for time with WTTG (TV), DuMont outlet which aired games last year under joint Ford - Chesterfield sponsorship. Understood contract gives Chesterfield exclusive billboard rights in Griffith Stadium, similar to those enjoyed last year in New York's Polo Grounds (Giants). Only exception is Gruen Watch Co. tower ad which was contracted on ten-year basis. Newell-Emmett is agency.

Teamed for SERVICE



PHIL EVANS

KEN PARSONS

BOB RILEY

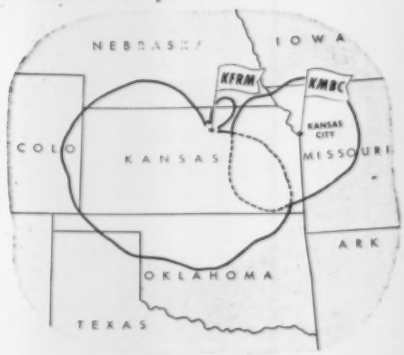
The KMBC-KFRM Team fulfills a vital daily need in thousands of rural homes in Missouri, Kansas and surrounding states.

The Team maintains a full-time Farm Service department, under the direction of Phil Evans, nationally known expert. Innumerable experiments and developmental projects conducted on the thousand-acre KMBC-KFRM Service Farms, are passed on to rural listeners.

Evans is ably assisted by Ken Parsons, well known agronomist. Together, these two experts, with their up-to-the minute daily reports, keep rural listeners informed on latest developments in this important business of farming and agriculture.

Third member of this trio is Bob Riley, full-time marketcaster, who spends his entire working day at the Stockyards. He presents the market news several times each day direct from the Kansas City Livestock Exchange.

Other program features are presented by The Team specifically for the farm andience. As a result, The KMBC-KFRM Team is a welcome guest in the homes of those who live in the great Kansas City Trade territory.



The Team has the largest and finest group of artists ever developed by any Midwestern radio station. Pictured here is Hiram Higsby, master of ceremonies and entertainment star, heard on the nationally famous Brush Creek Follies, Dinnerbell and Western Roundup... just a few of the top-notch entertainment programs that are a daily feature of The KMBC-KFRM Team.

The KMBC-KFRM Team Serves 3,659,828 People*

* 1940 Census

7th Oldest CBS Affiliate

KMBC

OF KANSAS CITY

5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City

KFRM

For Kansas Farm Coverage

5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY